

AUG 10 1926

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CX

NEW YORK, AUGUST 7, 1926

No. 6

Two Large Printings Before Publication!

Walls of Glass

By LARRY BARRETTO

*The Enthusiastic Advance Comments received
from such Outstanding American Critics as*

JOHN FARRAR
Editor, The "Bookman"

ERNEST BOYD
Famous Literary Critic

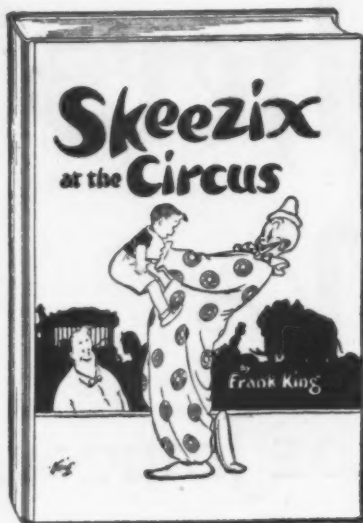
GRANT OVERTON
Fiction Editor, "Collier's"

ISABEL PATTERSON
N. Y. Herald Tribune "Books"

*indicate unmistakably that WALLS
OF GLASS is one of the big fall novels*

**PUBLISHED AUGUST 6
WATCH THE REVIEWS!**

Boston LITTLE, BROWN & COMPANY Publishers



Skeezix at the Circus

By FRANK KING

- ☞ Once again Frank King rings the bell!
- ☞ Once again sales are proving the popularity of the famous Skeezix.
- ☞ Once again we offer a sure-fire seller!
- ☞ Assured demand for the new Skeezix book has been created by the tremendous sales volume of the earlier Skeezix titles and by the fact that the lovable Skeezix is syndicated in nearly two hundred daily papers.
- ☞ "Lions, tigers 'n' everything" in this handsome new juvenile. Illustrated in color on every page by the author.

CASH IN ON THE SKEEZIX BOOKS!

- 1 Skeezix and Uncle Walt
- 2 Skeezix and Pal
- 3 Skeezix at the Circus

\$1.00 net per volume

☞ Profitable Information to Profit Seekers —

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- ☞ Booksellers, who featured Oz, got increased profits!
- ☞ A survey of the first half of this year indicates a still greater sale for 1926.

WILL YOU GET YOUR SHARE THIS YEAR?

*Special Oz promotion material will be sent
on request.*



The Judges
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SHOW BOAT ADVERTISING CONTEST
will be

BRUCE BARTON
of Barton, Durstine & Osborn, Inc.
author of *The Book Nobody Knows, etc.*

ERNEST ELMO CALKINS
of Calkins & Holden, Inc.
author of *Louder Please, etc.*

HENRY SAYLOR
of Williams & Saylor, Inc.
author of *Tinkering with Tools, etc.*

FOR the 50 words written by a bookseller that, in the opinion of the judges, most fittingly complete the advertisement reproduced here by describing "SHOW BOAT" without using the word "best," Doubleday, Page & Co. will give \$50.00 in cash.



WE will give a free copy of SHOW BOAT to any bookseller who wants to enter this contest and requests it on his or her firm's letterhead. Use a separate sheet of paper for your answer. Mail your answer by September 1st.

IMPORTANT NOTICE { Due to the many replies that are coming in, and to give all the booksellers an equal chance, we are extending the closing date of the SHOW BOAT Contest to September 1st. }

Address answers to MR. FRANK HENRY, Sales Manager
DOUBLEDAY, PAGE & CO., GARDEN CITY, N.Y.

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Attractive, Diverting and Interest-compelling

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The timely and brilliant novel which pictures the big social parade of debutantes who display their charms and camouflage their morals in the competitive marriage marts. Fascinating, forceful and effective. (\$2.00)

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Publishers

Macaulay

New York

AUGUST 27!

is the formal publication date of
SABATINI'S NEW NOVEL
BELLARION

On a conservative estimate, it is probable that Sabatini has put more than \$600,000 "gross profits" into the pockets of American book-sellers in the last five years. An author who can do this and hold a constantly widening circle of readers is one whose books well repay your undivided attention.



This story of how Bellarion grew from a cloistered student to a proud and gilded Soldier of Fortune whose fame rang through fifteenth century Italy constitutes Sabatini's most vivid masterpiece, and will be advertised accordingly. With your co-operation it should have a bigger sale than any of its predecessors.

WATCH "BELLARION" RIDE TO VICTORY

The advertisement reproduced above will appear, in varying sizes, in the leading newspapers to tell Sabatini's hundreds of thousands of admirers that the new novel they have been waiting for is now on sale in the bookstores throughout the country.

HOUGHTON MIFFLIN COMPANY

Important announcement

WE are honored · and happy · to
 announce for publication
 on OCTOBER FIRST —

George Washington

The
IMAGE



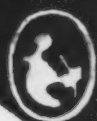
and the
MAN

by **W.E. WOODWARD**

Author of **BUNK · LOTTERY ETC.**

— *See Next Page* —

BONI & LIVERIGHT · 61 WEST 48th STREET · NEW YORK



GOOD BOOKS



Important Announcement

For the past six years, W. E. Woodward (his novels, *Lottery* and *Bunk* are doubtless well known to you, and have established him highly everywhere) has been working on this biography of Washington. Quietly but exhaustively he has sought and studied to satisfy his own deep curiosity as to what manner of man Washington really was. ¶ There is no bias, no prejudice in Woodward's painting of the sitter, no will to be iconoclastic or to create a new mould of fashion in style, (the book is straight reading), no impulse to be a new bold, bad biographer. ¶ And yet, from the book there emerges a figure that the reader is bound to feel is the real George Washington at last, freed of the glamorous fictions with which romantic historians have invested him. ¶ His entire career is weighed and appraised by a student of men and is judged by the standards of Washington's own times as well as in the clear light that today's knowledge of the human mind and motives affords. ¶ Mr. Woodward's work becomes as much a history of Washington's times as it does of the man himself, through the author's method of treatment. It is absorbingly fascinating reading, and we believe that it will become the big biography of the season. *Octavo. Illustrated. \$4.00.*

BONI & LIVERIGHT, *Publishers*, NEW YORK

Leif the Lucky

By Clara Sharpe Hough

A great love and adventure story of the Viking discoverers of America. Watch it jump up among the best sellers. **\$2.00**

August 20th !

Outwitting Middle Age

By Dr. Carl Ramus

Old age can be largely prevented, says Dr. Ramus. A brilliant book! Remember how "Outwitting Our Nerves" sold. **\$2.00**

August 20th !

Short Turns

By Barry Benefield

Brilliant short stories, some romantic, some realistic, all sympathetic and tender, representing the most popular work of the creator of "The Chicken-Wagon Family." **\$2.00**

August 20th !

And four good juveniles—

THE MOUNTED TROOP

by Joseph B. Ames

\$1.75

THE HAMMON TWINS

by Willis K. Jones

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by Kenneth P. Kempton

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latest addition to St. Nicholas Series **\$1.25**

August 20th !

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COMING!

AUGUST 28th

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By Dorothy Dix

A message of cheer and of wit and wisdom for all men and women, for the young, the middle-aged, the old—for husbands and wives, for fathers and mothers, for sons and daughters, for sweethearts and lovers. All Dorothy Dix has to say—out of her profound knowledge of life and human nature—is pungent, sincere and absolutely free from mushiness or sentimentality.

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By Isabel Cotton Smith

Introduction by Emily Post, Author of "Etiquette"

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Edited by Nathaniel Hawthorne

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When James Gordon Bennett Was Caliph of Bagdad

By Albert Stevens Crockett

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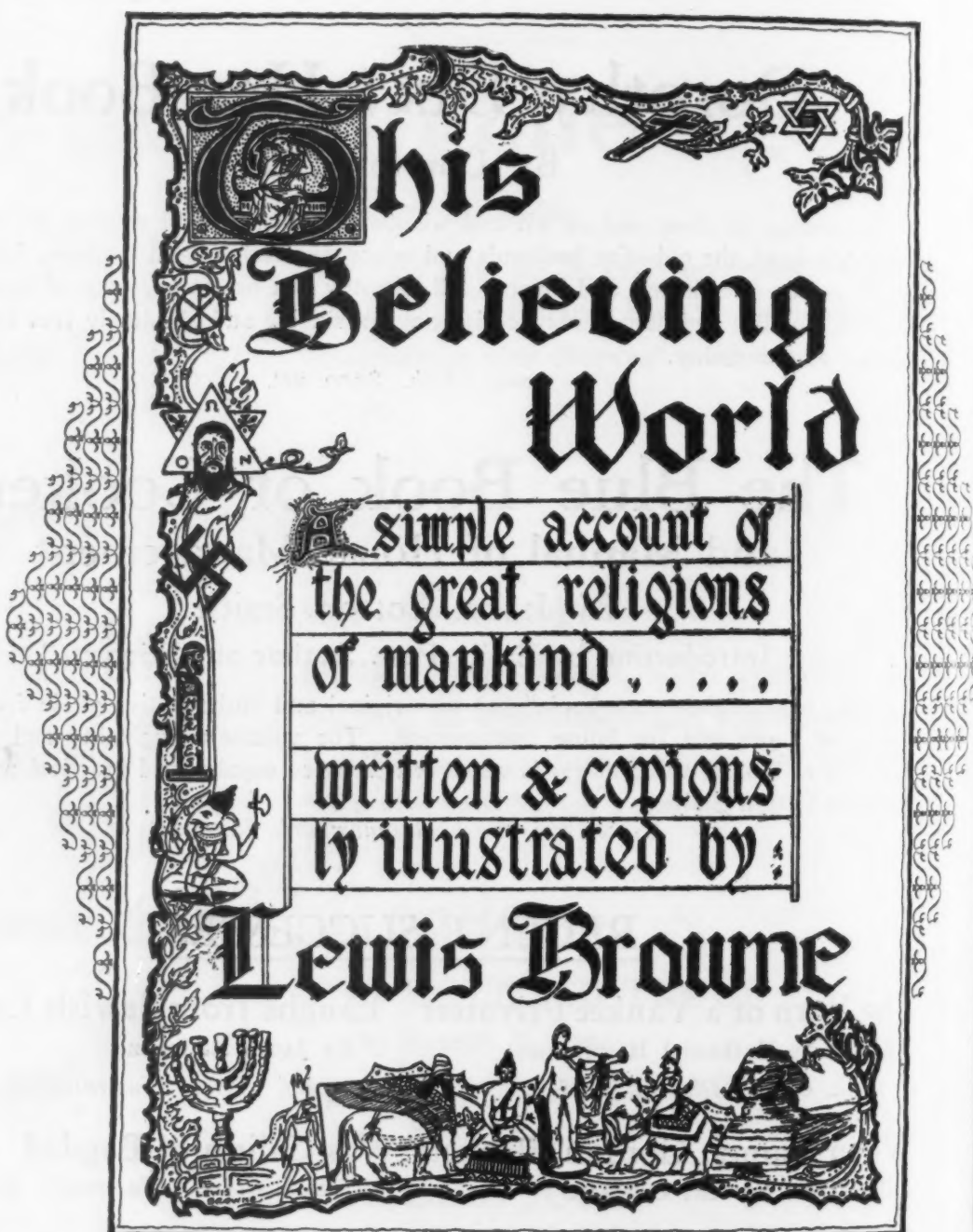
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354-360 Fourth Avenue

New York

to the trade:

make the acquaintance of a jacket that
will keep calling itself to your attention
daily for the next twelve months



This
Believing
World

A simple account of
the great religions
of mankind

written & copiously
illustrated by

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THE MACMILLAN COMPANY NEW YORK

Religion —

its plaintive cry through the ages to the Sphinx
life — the one subject of universal interest, opens
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A really authentic and attractive popularization of the
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LEWIS BROWNE has taken the dry dust
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of life. The result is a pulsing story of the
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sparkling, epigrammatic, narrative style that
his *Stranger Than Fiction* a "miracle of
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SOPIOUSLY illustrated by the author
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Far End



Another

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Success



Ready

August

24

Price

\$2.50



A story of marriage and human relations by a novelist who needs no introduction to the trade or to American book buyers.

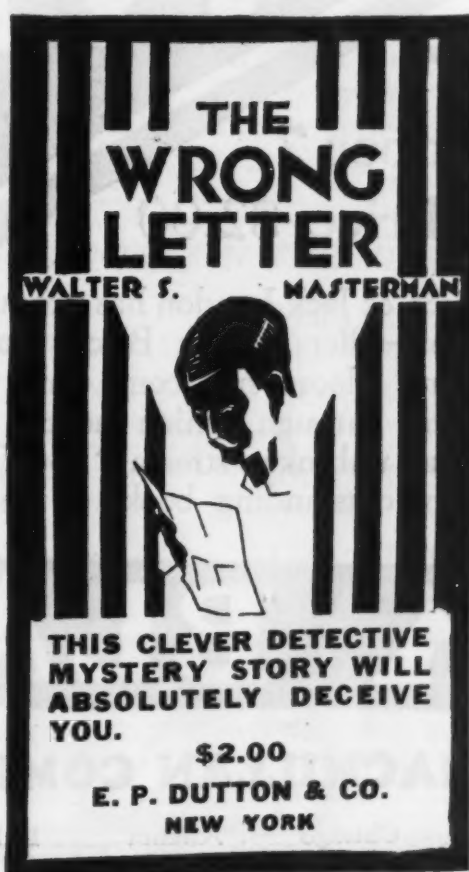
THE MACMILLAN COMPANY

New York Boston Chicago Atlanta Dallas San Francisco

BOOKSELLERS!

**You
can bet
your last dollar
with your very best
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cannot solve the murder of Sir
James Watson the Home Secretary
before the Scotland Yard Detectives in
Masterman's "The Wrong Letter"
do; for writes G. K. Chesterton,
"with all solemn responsi-
bility and with all sin-
cerity this Detec-
tive Mystery
deceived
me"**

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and Company**



**681 Fifth Ave.
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This Ad Will Appear In Various Sizes In Leading Newspapers Throughout The Country.

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**A big book
of the
fall ! ♦**

**A
real
winner—**

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Order now—Price \$2.00

C The San Francisco of Jack London has produced another born story-teller in Jack Black. Out of strange times and places has come this very human document, through which action and suspense run in an unbroken stream. "You Can't Win" is one of the outstanding books of the fall.

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New York

Boston

Chicago

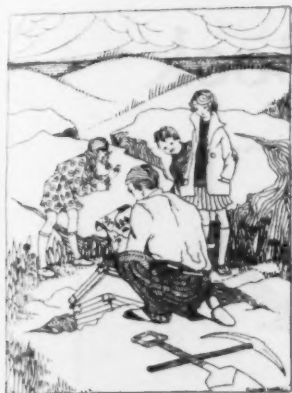
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"Maida's Little Shop" and "Maida's Little House"

are juvenile best-sellers. On August 21 will be published the long-awaited sequel—



Jacket in 3 colors

IN PREPARATION:

**MAIDA'S LITTLE
ISLAND**

MAIDA'S LITTLE SCHOOL

by Inez Haynes Irwin

This charming and absorbing story for children is bound to win even more readers for the "Maida" books. *Maida's Little Shop*, the first book, has gone through ten large editions and is still ordered in quantities throughout the year. On August 21 we are lowering the price of the second book, *Maida's Little House*, from \$1.75 to \$1.50 and adding a picture stamp. With a fourth book promised for the future, this series is rapidly building up big and enduring sales. Don't miss your share! Stock the three books. For every one sold your customer will come back for the others.

\$1.50



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NEGRO SPIRITUALS**

MOHAMMED

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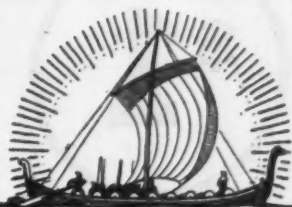
GAUTIER

by John Garber Palache

THE TIME OF MAN

by Elizabeth Madox Roberts

**THE VIKING PRESS
PUBLISHERS**



**30 IRVING PLACE
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The Largest Order Ever Given For A Children's Book

To avoid errors read this order carefully and comply with all instructions.

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54TH ST. & BROADWAY NEW YORK

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Countersigned: *[Signature]* Dept. Manager *Garg*
 Messrs. *Greenberg* New York, 7/26 1925

Unless ORDER NO. 361-4, placed with you for Department No. 13, is agreed to without change, return this voucher by registered mail, together with a statement of your objections, addressed to ORDER CHECKING DIVISION, R. H. Macy & Co. Not receiving this notice within 15 days from date of in case of earlier delivery of merchandise, we will consider the order accepted and confirmed.

Book History was made when R. H. Macy & Co. placed an advance order for 5,000 copies of TONY SARG'S ALPHABET

This is the largest order ever placed by a retail store for a children's book and probably for any book.

The reason will be obvious to anyone who sees this gorgeous volume. Every bookseller to whom we have shown the advance dummy agrees that TONY SARG'S ALPHABET is the biggest book value ever offered the American public.

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An original, delightful and brand new kind of alphabet book by the famous Tony Sarg, consisting of 60 large pages, in four colors throughout, with 4 color end-papers and wrapper, for

**TONY SARG'S
ALPHABET**
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September 15th

\$1

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EDWARD J. CLODE, Inc.

ANNOUNCE FOR PUBLICATION EARLY IN AUGUST

"MRS. MERIVALE"

BY PAUL KIMBALL

WINNER OF THE \$2,500.00 CLODE PRIZE

SELECTED FROM 6,700 MANUSCRIPTS

BY

HARRY HANSEN, Literary Editor, *New York World*

GRANT OVERTON, Fiction Editor, *Collier's*

EDWARD J. CLODE, Publisher

Every woman knows a Mrs. Merivale; has watched her work; has asked, "How does she get away with it?"

This novel is the answer—and it's more than skin-deep.



***"We are sending
you customers
daily"***

The bookseller who isn't taking the time now to call upon the local librarian to foster plans for the common purpose of getting more and better books into the home is going to lose some business. *Later* is too late—for both will be busy "going their own."

Librarians will be busy giving advice about books for children to parents, teachers and children. They are eager and willing to pass out catalogs that have won their confidence. You can supply your librarian with such a catalog under individual or common imprint in the case of—

The BOOKSHELF for BOYS and GIRLS

In past year librarians in hundreds of cities have devoted time and money to giving out this list with the recommendation that "These are the books to buy."

Ask your librarian

RATES

100 copies	\$6.00
500 "	25.00
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<i>Including imprint</i>	

More attractive than ever before—author and title index—parents and children will welcome THE BOOKSHELF and it is so inexpensive—both to buy and to mail—that you can afford to give it out liberally.

R. R. BOWKER CO., 62 W. 45th St., NEW YORK

Publication Day—August 14th



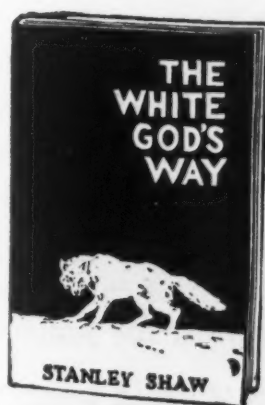
Love
Adventure
Romance
Mystery



THE WHITE GOD'S WAY

By STANLEY SHAW

Author of "HEARTS AFIRE," "A WOMAN TAMER," etc.



Suspense, gripping plot, realistic characters and vivid narrative make this tale of the Northwest one of absorbing interest.

\$2.00



ROBERT W. SERVICE'S

THE MASTER *of the* MICROBE

Publication Day, September 25th



BARSE & HOPKINS
Publishers

New York, N. Y.

Newark, N. J.





"Catalogs that

Leading booksellers, in every section, by their continuous use testify to the statement, that **The Christmas Bookshelf** and **The Bookshelf for Boys and Girls** are efficient and economic salesmen. If *John V. Sheehan and Co.* can regularly distribute 5,000 *Christmas Bookshelf* catalogs, and *Hochschild Kohn Co.* of Baltimore 3,000, you've got the assurance of such bookmen as Walter McKee and Joseph Estabrook that it pays to use it. If it pays them it will pay you.

The *Korner and Wood Co.* of Cleveland, O., distributes 2,000 copies of *The Bookshelf for Boys and Girls*, *Brentanos* of New York, 4,000 copies of this catalog of children's books and by such use add their recommendation to that of hundreds of dealers that it pays. If it pays them it will pay you.

There are 310 leading booksellers who buy these catalogs annually because they have found them effective.

What are the chief virtues of *The Christmas Bookshelf* as a catalog of seasonal books? (1) It is that it is the most attractive and unusual catalog of books of all the leading publishers available at the price. (2) It has proved to be the most attractive format for good catalog display of books, and for effective home shopping use. (3) It is distinctive, different and individual.

This catalog has color throughout and a fine juvenile list of current books as well as the usual list for adults.

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The Christmas Bookshelf is ready for delivery to you the first week in November. It can be mailed directly to your customers for you if desired. Please advise us.

R. R. BOWKER CO., Publishers



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Both of these catalogs are prepared for mailing purposes. They contain order forms for customers' use, return addressed envelopes so that the customer can easily send business to bookseller.

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These envelopes carry your name and address on the corner—a feature unique to this service.

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100 "	10.00

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1000 Copies	\$45.00
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Send samples of your catalogs

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62 West 45th St., NEW YORK

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BY
DOROTHY CANFIELD

Author of
THE BRIMMING CUP,
THE BENT TWIG *etc.*

A remarkable novel. Serialized in a leading woman's magazine it has been one of their most popular fiction features and has led to an unusual amount of discussion.

Ready August 26th - - \$2.00

Harcourt, Brace and Company, 383 Madison Ave., New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK TRADE JOURNAL

NEW YORK, AUGUST 7, 1926

Strengthen Your Displays

As the School Season Comes in Sight

Ernest A. Dench



AUGUST is the month when the book dealer feels he ought to put the padlock on the door and forget his woes and worries far away from such business contacts as the mail and the telephone. But he doesn't go unless he has a trustworthy deputy to leave in charge. The vacation peak has passed, and it is too early to launch a vigorous fall campaign.

Many an amateur gardener who tended to his vegetable patch so ardently in the spring has had the bloom rubbed off his enthusiasm, what with parched soil and the aggressiveness of insects and weeds. His garden is a depressing sight to folks who worship at the shrine of immaculateness.

Not a few book trims are reminiscent of the same lack of care, which betrays the "anything will do for August" symptoms.

No retailer would think of neglecting to shave for two or three weeks, or wear a shirt or collar until he was ashamed to send it to the laundry.

This pride of outward appearance is just as important to one's store as it is to one's person. Window shoppers do not, as a rule, get a chance to notice your freshly shaven face, or the lily white shirt and collar. Only customers get close to these things, so before you can graduate prospects into the customer stage, they are influenced by the looks of your windows.

The event we have in mind is the School Opening. While boys and girls are catered to, parents do some of the actual buying or, at least, influence it.

"Sonny, don't buy your study books at Horton's. He has a lot of dead flies in his

window and you might get germs from the books, since he sells a lot of them from the window. Go to Rankin, who has a special display of school books right now." This may not be word-for-word the parental reaction to an untidy trim, but adults have been so much fed on the advice of medical men that borrowed books are disease carriers, that it does not take them long to make a mountain out of a molehill.

Looking for Nose and Fingerprints

Speaking of children, we know of a book retailer whose first duty on coming to the store each morning is to inspect the plate glass frontage for traces of finger marks and noses pressed to the glass. The more nose daubs, the more he feels his trim has registered with Young America. If the show window lacks any of these tell-tale bits of evidence, he feels it is about time he changed the display. This way may not be in accordance with the highest type of research work, but to this book dealer, at least, these casual investigations seldom lead him very far astray. It applies especially to children's books, of course.

One important discovery this retail bookman has made: When a trim is just books, placed about the floor as the grocer puts sugar, flour and other staples, the juvenile interest is very weak. If he opens a few of the volumes at the most interesting pages—generally those flanked by a colored or black and white illustration of an exciting incident—the plate glass needs a little more wiping off the next day. If he goes beyond this and injects some human interest, such as visualizing the theme of the book with figures, a miniature garden and house and other "props," the glass provides enough clues to satisfy any amateur detective.

School books, are, of course, more or less serious or technical, but there is no reason why the display should be severe or heavy in its treatment. The books themselves may not offer much scope for visualization, while generally the range of stock is so varied that it is difficult to make a one-book display. The latter is not practicable. The lighter touches can be included by paying attention to the School Opening atmosphere rather than any special book.

If you get around to any of the shopping centers in mid-August, you will get plenty of ideas of how this can be done.

Pan, the Piper

One store spent a few dollars for a brace of round plaques with which to adorn the background. They were originally used in a departmental store window in an adjoining town, and the display manager had no further use for them. Incidentally, it will pay to get to know the display men of departmental stores in your part of the state, and by dropping in on your trips, many good buys in display fixtures and props can be made.

To get back to these plaques, one was in nut brown; the other in grass green, surmounted with papier maché butterflies, with a medallion in the middle, of a Piping Pan figure. The central feature of the trim was a large cardboard cut-out of a dictionary, which stood upright on a high mound, draped with nut brown cloth, the ends of which trailed over the floor to each front side, with school books lying about on the drapery.

When Teacher is Absent

In another case we observed a window with the background and sides enclosed with dull black screens, on which were characteristic chalked inscriptions of the kind that are made on the background when teacher is out of the room. There was a caricature of a small boy; a sketch of a dog; a row of kisses following "Bill loves Betty Brown," among other messages. The floor division took care of the more serious side as it pertained to books.

A Reminder to Avoid the Rush

A third trim to fall to our "net" was conspicuous because of a battered door (brought up from the cellar) leaning against the rear paneling. On it was the following rather exaggerated hint to late shoppers:

Looks as tho it had been mistaken for the ball in a football scrimmage, doesn't it?

This is what may happen to our door if you delay your book purchases until the school opening days. You may be the fellow to form the ham part of the sandwich.



The Boston Store in Grand Rapids emphasizes the educational value of books by the common symbol of steps to knowledge

Buy your books this week, when you can select with care, and if you make any mistakes, we will exchange books after the second day of school."

The Education They Missed in Their 'Teens

At the same time the older generation should not be lost sight of. School opening reminds them of the deficiencies of their own limited education, and they determine that their children shall not have to curtail their course at day school or high school. When their offspring air their superior knowledge, many a parent resolves to brush up via the book route.

A novelty trim, such as was arranged in a Texas window, had an undercurrent of humor which removed the sting from hinting at a limited education.

At the front center was a book of cigarette papers, with an arrow on a showcard behind the smoke "makings" pointing to the same. The showcard read: "We can

sell you any type of book but this." A semi-circle of books for advanced tastes surrounded the card. Another pointed out—

"You may not have been able to have a college education, but you can always have good literature."

There seems to be an impression among certain members of the trade that school book displays cannot be made interesting, or that this ingredient is not necessary. Study is a painful process to not a few pupils, and there is nothing to be gained by forcibly reminding them of the fact. Few pills would be taken were they not sugar-coated; disagreeable tasks about the house would be left undone were it not for attractive advertisements in the magazines; few auto trips would be taken if the car manufacturers reminded prospects of the frequency of auto accidents. A show window must be a pleasure to look at, and should not suggest an irksome task.

Attention, Mr. Passer-by! Suppose there were no Books

Ina Brevoort Roberts

BOOKSELLERS are fortunate in having live, colorful material to work with and their windows are clever advertisements. (This is not flattery: a bookseller has to be clever to stay in business nowadays.)

Displays are attractive and they are changed often. But how would it do to put in a window display that is different from any shown before?

"What would such a display consist of?" a bookseller naturally asks. "I have originated book groupings and combinations, until I am convinced that there is nothing new under the sun—in book window displays, at least. What books shall I use and how shall I arrange them? There are new books coming in all the time, to be sure, but few new kinds of books. There are travel books and science books and poems and essays and fiction and juveniles. What can I use to make a window display that is 'different' and that is attractive?"

It's easy enough, to put in a display that people admire and pass by; it's simple, even, to make them stop: but it's hard to make them "Stop, Look and Buy."

This is the new display that I am going to suggest. You must advertise your unique display beforehand. Put a sign in the window reading

WATCH THIS WINDOW
NEXT WEEK
FOR AN IDEA
THAT WILL INTEREST AND
STARTLE YOU

You have made now a large, bold promise, one you must keep or you will be laughed at. You have got to make good.

You will then put into your window for the grand surprise—*no books at all!*

Your public, when it comes to see what it is so wonderful that a bookstore has been talking about will look into a window that is empty—except for a poster. And this poster will say—

NO BOOKS?

*Suppose there were no books!
No books to read in cosy nooks!
No books to fill the hungry mind
And teach the art of being kind.*

*No books to while an hour away
To link today with yesterday
No books to charm us for awhile
To bring a tear or lure a smile.*

*But there are books, praise God above!
If we have books and we have love
We can dispense with other things
'Tis books, not crowns, that make men
kings.*

The trouble with us all is, we are too familiar with books. People are offered a wealth of books at prices that are as nothing compared with what the books have to give them. Well, let us suggest by this window what the world would be like

without books. They'll see the point. People are so busy nowadays and so absorbed with their business that, in order to see a point, they have to have the idea pointed out to them. The window is the place for the bookseller to speak out.

Teaching Young People to Love Books

Virginia Church

IT is never without a genuine thrill of anticipation that I meet my first day's class in Modern Books—a class of wide-awake high-school seniors in Pasadena. Our first day is spent in getting acquainted, in chatting as informally as such slight friendship will allow on books in general and their predilections in particular. Then I give a list of some thirty or forty modern writers whose closer comradeship I feel will bring mutual benefit. From this list each pupil is to choose one name, and for the ensuing four weeks all his outside time is to be spent in "knowing" that writer's life and works.

During the weeks that such individual assignments are being completed, the work in class takes on the nature of a book club. We begin with the consideration of the essay. There are several delightful collections now available as textbooks. I like to disarm their prejudice against this type of reading by beginning with Mr. Utter's intriguing study of "The Pup Dog." Not a boy in the class can resist it. Such fantasies as Heywood Broun's "The Fifty-first Dragon" sometimes get me into disrepute with certain serious-minded or unimaginative youngsters, who find such fooling "silly." But as a whole the class revels in Christopher Morley, smiles with Crothers and Agnes Repplier, argues with Chesterton, or chuckles aloud with Milne.

Then one morning I startle them. "Well, how do you like essays?"

"Great," they exclaim, falling into my trap; but they begin to parry. "We didn't know they were like this. We thought they were those dry things you had to outline and analyze."

Short stories are now read and discussed in class. Again excellent textbooks are available. Law, Heydrick, Mikels and others are used in our schools. The pupils

contribute material from their favorite magazines. Such divergent results as "The Diamond Necklace" and "The Ransom of Red Chief" are studied and contrasted. Local color is probed in Wilkins and Bret Harte; mystery and atmosphere in Poe and W. W. Jacobs. Katherine Mansfield is an acquired taste, but she achieves a following. O. Henry is the favorite, unquestionably.

Class Reports on Authors

Four weeks have flown, and then follow two weeks of pure delight and stimulation. All take notes on the reports, so that in final form the note-books become excellent reference books for future reading. The pupils vie with one another in making their talks entertaining. Clippings, illustrations, and photographs of their authors enliven their discourse. One youth brought an armful of Conrad's books to illustrate the author's prolixity. Another began his report by claiming that the evening before he had had the good fortune to sit at a table next to one occupied by no less a personage than Rudyard Kipling. He described his appearance and passed a photograph to verify his words. He told what Mr. Kipling thought of his later works, and quoted "If" in its entirety just as Mr. Kipling himself was supposed to have pronounced it. Such was the vividness of the boy's imagery and the power of his enthusiasm that at least part of his audience believed the encounter had been a genuine one.

During the two weeks of these reports, the outside preparation is given to the reading of biography, autobiography, letters, or informal fiction of the nature of "The Friendly Road" and "Adventures in Contentment." Everything is tackled from "The Young Visitors" and "The Story of Opal" to "Life and Letters of Walter Hines Page." Lafcadio Hearn and Christopher Morley always win favor. "A Son

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International Book Review.]

of the Middle Border," Hamlin Garland's tale of pioneer America, and Lytton Strachey's "Queen Victoria" are justly favorites.

Novel List Is Difficult

The most difficult list I have to prepare is that of the novels. Such is the modern fictionist's obsession with sex that I find myself put to it to choose forty titles that shall be neither unwholesome nor vapid. There are on my list, I admit, books that our grandmothers would have read behind locked doors; but I try to engender a feeling that it is the treatment of certain subjects that makes them wrong rather than the subjects themselves, and to instill the belief that *tempus* is too fugitive and really excellent things too numerous for them to permit the vulgar and unwholesome a place in their lives.

By general discussion rather than individual reports, we bring the novels before the jury and have them prove their claims for consideration by examples of their style, by an examination of the truth of their reflection of present-day social conditions, and by a keen analysis of the human qualities of their characters to see if the latter be folk worth meeting, or folk that add to our sympathy with, or knowledge of human nature: "T. Tembarom" and "Queed" never fail to please the great majority. "The Turmoil," "Alice Adams," "So Big," "One of Ours," "The Rover," "Balisand," "Buried Alive," "Mr. Britling Sees It Through," "Jeremy," "The Enchanted April," "The End of the House of Alard" are among the novels most often praised. "The Forsyte Saga" and "The Return of the Native" become the admiration of the chosen few. I have a reserve list for those whom I find ready for such fare. Tolstoy is on this list, and certain works of Hardy. Only last term a splendid girl was thrilled with what she called the epical quality of "Lummox." It made her catch her breath, she confessed, with the bigness of life and of people. So I knew I had not erred in unlocking its cover for her.

When the time comes to take up poetry, there are always a few groans and audible sighs. I wait for them with wicked relish, for I know, as surely as they sound, that in

less than a month the very lips that utter them will be chanting Masefield and Lindsay with real pleasure. Individual poets are selected, but before the final choice the class become poetasters in certain happily chosen collections. Alice Cooper's "Poems of Today," Marguerite Wilkinson's "Contemporary Poetry," Anita Forbes's "Modern Verse" and Louis Untermeyer's admirable selections all contain intriguing bits to whet the appetite for richer fare.

We investigate meter by beating out the rhythm of certain obvious verses. We compose limericks and triolets with happy results. A few of the more ambitious tackle odes and sonnets. Vachel Lindsay's "Santa Fe Trail" is chorused to the accompaniment of pounding and laughter; his "General William Booth Enters into Heaven," chanted with less noise, but equal enthusiasm, never fails to win their favor.

Champion Vers-Librists

The creed of the free-verse writers is weighed in the balance, and by the majority is found wanting, but it always finds a few ardent champions. I shall long remember black-eyed Dorothy as she stood facing six-foot Don and submitted specimens of choice imagery from the vers-librists in defense of her advocacy of their work. And Don, coolly confident, backed by the surety of poetic tradition and convention, quoted his Kipling in answer to her Amy Lowell, his Noyes to her Sandburg.

"But, Don, don't you see?" she pleaded, the ardor of her conviction carrying her down the aisle till only a wooden seat was between them. "It's the image they're after. . . . Can't you just see—

"The fog comes
On little cat feet.
It sits looking over harbor and city
On silent haunches
And then moves on"?

"Sure," responded Don, emphatically if not elegantly; "but where has the poetry gone? Now listen to this," and to the delectation of the partizan class, he strode over the intervening seat and fairly hurled the rhythm at her as he chanted:

"And the highwayman came riding—
Riding—riding—

The highwayman came riding, up to the
old inn door.

He'd a French cocked-hat on his forehead,
a bunch of lace at his chin,

A coat of claret velvet, and breeches of
brown doe-skin;

They fitted with never a wrinkle; his
boots were up to the thigh;

And he rode with a jewelled twinkle,

His pistol butts a-twinkle,

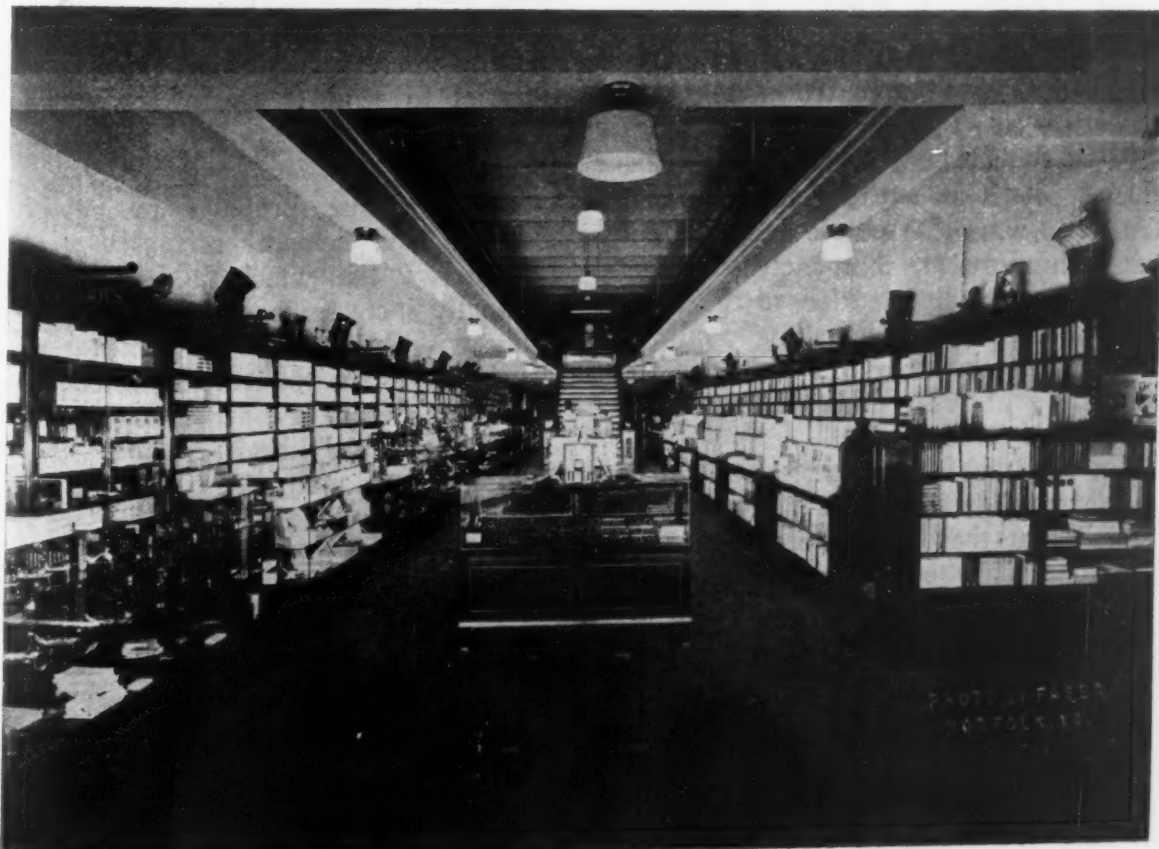
His rapier hilt a-twinkle, under the
jewelled sky."

And so verse after verse, till the bell
sounded an armistice and the two com-
batants laid down their arms for the nonce.

The end of a week finds them ready to
mount their own Pegasuses, still protest-
ing a bit for modesty's sake, but hardly
a hand that doesn't itch to handle the
reins. And very creditable are the results.
Some day I shall have an anthology that
will prove to the outside world that
emotion is not restricted to adults.

Reluctantly we dismiss Euterpe to con-
sort with Thalia, but any subject as near
to life as the drama is sure to interest live
young people. Their familiarity with the
stage and the screen gives further zest to
the study. The listing of good plays is as
easy as that of the novel is difficult. From
Ibsen to O'Neill they trail, held by the sor-
row and satire of Shaw, the wit of Milne,
the charm of Barrie, the whimsicality of
Dunsany, the clear-sightedness of Gals-
worthy.

There's hardly a pupil among them all
but is sorry to see the curtain go down.
"Mayn't we have another term of this?"
they often ask. And in those last full days
of the year, when report cards, term grades,
classroom lists and such school impedimenta
seem bent on taking the joy from life, it
is the football boy begging for a list to "go
on reading" that cheers my weary soul and
makes me know that such a course is worth
the effort.



*A study in store planning. The new shop of Freeman and Sons at Norfolk, Vir-
ginia, has been highly praised for its well designed fixtures, systematic arrange-
ment and effective lighting.*

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

August 7, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Muzzling Shaw

THE English broadcasting authorities stepped into a troublesome field when they undertook on the occasion of his seventieth birthday to censor the public remarks of Bernard Shaw by refusing to allow his speech to be broadcasted unless he agreed to leave out controversial matters. There have been attempts before to muzzle Shaw, and they have usually been without effect. He is so entirely able to express himself in ways that people delight to read that such efforts are completely wasted and only serve to call attention to the futility of most methods of curtailing public discussion. In this case, it provided a front page story of what otherwise might have been a half-column cable.

To say that people must not talk on controversial subjects is almost to announce that they are required to be dull. Everyone likes to hear discussion and to hear about controverted issues, and it is crediting the public with too little common sense to believe that they will be swayed to unfortunate action if they are permitted to hear such issues vigorously expressed.

The right of free speech recurrently becomes precarious in this country, and booksellers are workers close to this disturbed area. While the public is more likely to assert its right of control over publicly owned agencies of distribution

such as the school and the library than over the bookstore, undoubtedly booksellers often feel the weight of public comment when they refuse to withdraw from their shelves books that run counter to the opinions of substantial people in their community. It may be that the booksellers will be called upon to face this question more seriously if there is an increase in the tendency toward repression, and there should be developed a trade pride in the function of the bookstore, a function that means countrywide distribution of the best thought on all sides of all questions.

Expediting Research by International Cooperation

FULLER cooperation among libraries for scientific research is an objective outlined by the International Institute of Intellectual Cooperation, a branch of the League of Nations, whose headquarters is at 2 Rue de Montpensier, Paris. They have sent a circular to libraries calling attention to their efforts to serve as a clearing house for information and asking libraries to send to them information as to what material is available in their institutions.

The Institute proposes to publish a classified and comprehensive list of such libraries, a list which it is hoped will gradually increase in size and importance. This will be a tool for increasing and developing some system of international scientific, literary and artistic collaboration. They have asked libraries to send the following information:

1. Is your library organized as a research center?
2. If so, is it specialized, and on what subject or subjects?
3. What documents are at your disposal?
4. Is the research work undertaken gratuitously or for remuneration?
5. Can the above information be published?
6. If you are not yet organized for research, do you expect to be in the future, and in what branch of science do you intend to specialize?

Studying Authors' Rights

THE International Commission for Intellectual Cooperation has also, thru its Sub-committee on Arts and Letters, planned a series of studies on the rights of authors and artists as well as for the promotion of literature and music. This Commission has already begun its work in the field of promotion by planning the publication of lists of the best 600 books of the year selected from the output of all book-producing countries. The list prepared to indicate the 40 American books of 1924 was issued by the American Library Association last winter.

The Sub-committee has asked the Commission of Intellectual Cooperation to undertake to promote a plan for model legislation for the protection of authors' rights. Preliminary studies will be centered about "the right of property," which will protect works of art and literature from mutilations and transformations without the consent of their creator, and the right of artists to remuneration on additional value acquired by their works. The Commission has been asked to study all existing legislation and to combine its best points. This report from Geneva does not indicate what relation this effort would have to the International Bureau of Copyright, whose office has always had similar functions.

A Notable Example of Cooperation

THE Employing Book Binders of America, an active and alert organization who have for some time been working together to improve the methods and product of the American binders, have now turned their attention to increasing the market for bound books and have offered to the National Association of Book Publishers a contribution of \$7,000 a year for three years to be contributed by their members and to be used by the Year Round Book Promotion office of the National Association of Book Publishers. In increasing the use and output of books, the binders have a common interest with the publishers, and, by cooperating with the agency already at work, an economy in the

use of funds is made and many features which the publishers have not been able to put into their present budget can be undertaken and developed. The Publishers' Association at present has \$50,000 a year contributed by members to increase the use of books in America.

Writing on the Revolution

THE Anglo-American Conference of Historians in London has naturally brought forward much discussion on the question of the writing of the history of the Revolution, and in his address before the Conference Prime Minister Baldwin is quoted as saying:

"I think it is generally recognized both in America and in this country how much harm has been done in the relations between the two countries owing to certain representations of that history before the immature minds of school children in America." And he went on to say:

"I don't know of one history of the Revolution written from the English viewpoint."

A. G. Bradley, the historian, promptly pointed out that Mr. Baldwin ought to know about Henry Belcher's "History of the American War," which was published in 1911 in two volumes by Macmillan, and another speaker mentioned Sidney G. Fisher's "The True Story of the Revolution," published by Lippincott. Also, it should be borne in mind that one of the most widely read histories of the Revolution is that written by Sir George Otto Trevelyan, published by Longman, and a work that has been satisfactory to readers and scholars on both sides of the water.

The American Revolution has been thoroly studied by historians in the last quarter century and no one can write or talk of its effect in just the terms of two generations ago.

Frosh (rushing into library)—"I want the life of Cæsar."

Librarian—"Sorry, but Brutus beat you to it."—*Colgate Banter*.

Little Red: How's the new boy friend?

Riding Hood: Oh, Pete? He's so dumb he thinks Marcel Proust is a new kind of water wave.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

Number 86

HENRY (BROOKS) ADAMS, 1838—1918

Compiled by Vrest Orton

ADAMS was a writer and teacher of history who tried to work out not merely facts, but the psychology of history as related to present day life. The culmination of this effort was in the two books, "Mont Saint Michel and Chartres" and "The Education of Henry Adams"—the latter of which is by far the better known.

CIVIL SERVICE REFORM. *Boston, 1869.*

CHAPTERS OF ERIE AND OTHER ESSAYS. *Boston, 1871.*

With Charles Francis Adams.

DEMOCRACY: an American novel. *New York, 1880.*

Anonymous.

Leisure Hour Series No. 112.

THE LIFE OF ALBERT GALLATIN. *Philadelphia, 1879.*

JOHN RANDOLPH. *Boston, 1882.*

ESTHER: a novel. *New York, 1884.*

Pseudonym: Francis Snow Compton.

American Novel Series No. 3.

HISTORY OF THE UNITED STATES OF AMERICA FROM 1801-1817.

New York, 1889-1891. 9 vols.

HISTORICAL ESSAYS. *New York, 1891.*

THE TENDENCY OF HISTORY. *Washington, 1895.*

THE EDUCATION OF HENRY ADAMS. *Washington, 1907.*

Privately printed for Adams. Published Edition, *Boston, 1918.*

A LETTER TO AMERICAN TEACHERS OF HISTORY. *Washington, 1910.*

THE LIFE OF GEORGE CABOT LODGE. *Boston, 1911.*

MONT SAINT MICHEL AND CHARTRES. *Washington, 1904.*

Privately printed, anonymous.

Published edition. *Boston, 1913.*

THE DEGRADATION OF THE DEMOCRATIC DOGMA. *New York, 1919.*

LETTERS TO A NIECE AND PRAYER TO THE VIRGIN OF CHARTRES. *Boston, 1920.*

Also contains "A Niece's Memories" by Mabel La Farge.

A CYCLE OF ADAMS LETTERS. *Boston, 1920.*

Edited by W. C. Ford. 2 vols.

* * * * *

ESSAY IN ANGLO-SAXON LAW. *Boston, 1876.*

Contains "The Anglo-Saxon Courts of Law" by Adams.

DOCUMENTS RELATING TO NEW ENGLAND FEDERALISM. *Boston, 1877.*

Edited by Adams.

THE WRITINGS OF ALBERT GALLATIN. *Philadelphia, 1879.*

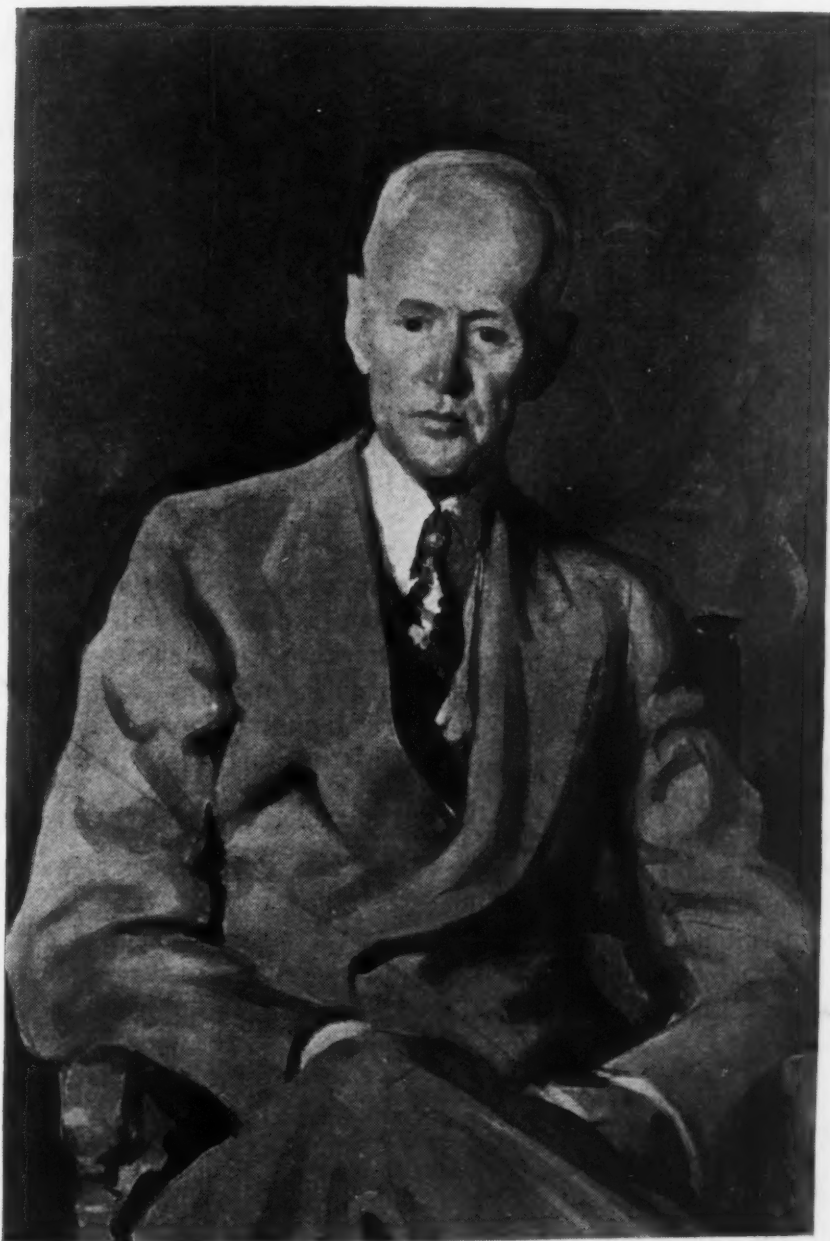
3 vols. Edited by Adams.

MEMOIRS OF ARII TAIMAI. *Paris, 1901.*

Edited by Adams.

Curtis of Bobbs-Merrill

Elected President of Old Indianapolis House



SINCE the death of William C. Bobbs, in February, the Bobbs-Merrill Company has been without a president, the publishers having waited until the annual directors' meeting before making the selection. On July 26, the board elected J. J. Curtis, one of the three original organizers of the company and long a prominent figure in the book-publishing world. He has been associated with the company for fifty-three years. Mr. Curtis is a Hoosier and lived in Indianapolis for many years. Since 1920 he has lived in Hollywood, California, where he was in charge of the West Coast office, selling the motion pic-

ture rights to the novels published by his company.

Mr. Curtis has been known chiefly for his radical departures from merchandising policies. He was the first publisher to adopt colored jackets for books. His original methods of advertising attracted wide attention to the Bobbs-Merrill Company. Shelving the out-worn idea of advertising a number of books together, he began to concentrate on one title at a time, featuring the book—an idea that has since grown to enormous proportions. He believes books to be merchandise and proceeds to sell them as such.

Mr. Curtis proved his theories with two outstanding achievements that broke all records, the exploitation of "When Knighthood was in Flower," whose title was changed by Mr. Curtis from its original innocuous name, and "Alice of Old Vincennes." Due principally to the methods of advertising and marketing, both novels had spectacular sales and established a precedent and a reputation that a quarter of a century of publishing has served only to intensify and augment.

The new president is the only surviving member of a partnership formed years ago. He will spend much of his time in Indianapolis. It is understood that he contemplates no changes in policy or personnel.

The stock of William C. Bobbs was inherited by his widow, Ruth Pratt Bobbs, a well-known portrait painter, and by his son, Julian Bobbs, who was re-elected treasurer of the company. John R. Carr is head of the Educational Book Department, which has grown to be an important factor. The Law Department, in charge of Charles C. Kryter and Colonel Robert L. Moorhead, serves almost every lawyer in the country. The Department of General Literature, comprised of history, biography, science, fiction and poetry is headed by D. Laurance Chambers, who divides his time between Indianapolis and the office in New York where the books are illustrated and printed.

Printing Course at University

A COURSE in the fundamentals of fine printing will begin this fall at New York University under the sponsorship of the American Institute of Graphic Arts. There will be weekly lectures, probably on Tuesday evenings from 6:30 to 8:15, with programs somewhat similar in character to those which were adopted for the bookselling lectures at the College of the City of New York, sponsored by the National Association of Book Publishers. It is probable that for the spring semester there will be a second course on decorative typography, this also to be in fifteen lectures. All of the subjects taken up will be handled by specialists, with forty-five minutes reserved for open discussion. It is expected that ten of the

lectures will be in classroom and five in the field. The director of the course has not yet been announced. This program has been adopted by the Institute's Educational Committee, of which W. Arthur Cole, the new President of the Institute, has been Chairman.

The Massachusetts Institute of Technology is about to organize a complete department of instruction in the technology of printing under the guidance of some of the leaders of the industry, including such men as Burton Emmett, William E. Rudge, H. L. Bullen and Henry Taylor.

A constructive outline for a course in printing for public schools has been developed by Henry Taylor, famous printer of San Francisco. This is to be put into shape and given general circulation.

Still further encouragement to the whole program is found in the fact that the American Federation of Labor is in close cooperation with all those who have been working for the betterment of new standards in printing, and this means the practical application of the ideas developed in this all-important direction.

No Letters in Packages

THE Post Office Department announces that it will take increasing care that parcel post packages are not used to contain written messages or letters. If such written communications are found, first-class postage will be put on the whole parcel. This point is important for booksellers to remember, as occasionally they carelessly put into an imperfect book being returned some note or message in regard to it. Nothing should be put in except a slip of paper marking the damaged place, and the explanation should go in a separate enclosure.

Booksellers should note another announcement from the Postmaster General, requesting people not to use the very small greeting cards and envelopes. These little cards are very objectionable from the post office point of view, as they cannot be stamped in the canceling machines, they are not wrapped easily with other mail, and they delay the whole process, to the disadvantage of everybody. The government suggests that in no case should an envelope be smaller than $2\frac{3}{4} \times 4$ inches.

In the Book Market

WHEN a book arrives in a pale magenta binding even the devil would have to lay down his pitch-fork and look it over. And so he will no doubt give some of his time to "Lavinia and the Devil" by Camilla York (Dutton.) Here is a book that bubbles along, with scenes laid in Coblenz, in Brussels and Paris and Fontainebleau, and with that readable sophistication romping along with naiveté that delighted readers of "Roundabout" (Knopf) and earlier in the game, "The Constant Nymph," (Doubleday, Page.) And, it might really be advertised as a surprise package for it has a surprising bit of information which, in stage parlance, has the technical "punch" just before a quick curtain. ¶ . Apropos of "Roundabout" Nancy Hoyt, the author, is, as nearly everyone knows by this time, a sister of Elinor Wylie. Mrs. Wylie will have a new book this fall, "The Orphan Angel" published by Knopf. Edna St. Vincent Millay's sister Kathleen Millay has a book on William Morrow's list, "Wayfarer." Another family attack will be that of the Gibbs. A. Hamilton Gibbs will have "Labels" issued by Little, Brown and his wife, Jeannette Phillips Gibbs will be represented by "Portia Marries" on the same publisher's list. The two brothers will be on the bandwagon, Cosmo Hamilton with "Undelivered Letters" (Doubleday, Page) and Philip Gibbs with his book of last winter, "Unchanging Quest" (Doran) which continues to be a best seller. ¶ . "Mr. and Mrs. Haddock in Paris, France, will be published by Harpers early in the fall. In the meantime Donald Ogden Stewart and his "happy bride," as he describes her, sailed on July 31st on the New Amsterdam to pass their honeymoon abroad, and without doubt they will climb the Eifel Tower or toast the Statue of Liberty at Maxim's with Mr. and Mrs. Haddock in Paris, France. Mrs. Stewart was Miss Beatrice Ames of Montecito, Calif. ¶ . And speaking of marriages, Sylvia Thompson, the young English author



of "The Hounds of Spring," (Little, Brown) was married on July 15th to Theodore Dunham Luling, an American art student. It will be remembered that Miss Thompson dedicated her book to Peter Luling (who is T. L.) "together with the mind of H. G. Wells." "The Hounds of Spring" is now in its fifty-third thousand and not a bit winded. The story will be filmed in the autumn, and rumor has it that the author and her husband will make a trip to America to watch the process of making the picture in Hollywood. ¶ . Edward J. Clode has announced the award of the \$2,500 prize in his novel competition, which closed May 1st, to "Mrs. Merivale" by Paul Kimball, of Boston. "Mrs. Merivale" was selected from 6,700 manuscripts and the final judgement in its favor was made by Harry Hansen, former literary editor of the New York *World* and Grant Overton, fiction editor of *Collier's*. "Mrs. Merivale," which is described as a story of the woman whose success other women envy and try to understand, will be published immediately. ¶ . J. H. Sears has announced for August 15th "Publicity" by Roger William Riis and Charles W. Bonner, Jr., a study of the development of industrial news in America. The authors have made a thorough study of news publicity and this volume is designed to serve as a textbook on this interesting subject. Roger Riis is a son of Jacob Riis. ¶ . Bobbs-Merrill in September will publish "The Chinese Parrot" by Earl Derr Biggers. Mr. Biggers is in France, idling about, now that the book has been finished. Charlie Chan, who will be remembered by readers of "The House Without a Key" is a member of the cast. "The Private Life of Helen of Troy" by John Erskine (also Bobbs-Merrill), has gone into four editions in England. We've lost count of the editions in this country. ¶ . To go back half a page, Anthony Gibbs, son of Hamilton and Jeannette, will join the family circle with "The Elder Brother" (Dial).

Window Display Promotion

WHAT yardstick have we available to measure the effectiveness of displays? Most of us have none! It is to seek information on this important subject that the Window Display Advertising Association was formed in 1924, the membership being made up of 50% national advertisers and 50% producers and installers of window displays. At the 1926 Convention of the Associated Advertising Clubs of the World in Philadelphia, the departmental session of the W. D. A. A. under the chairmanship of Mr. F. C. Kenyon, Jr., proved to be one of the best meetings of the Convention, with an unusually large attendance.

Prof. H. W. Hess, Ph.D.—Professor of Merchandising of the Wharton School, University of Pennsylvania, spoke with great force and effectiveness on the topic—"Push vs. Pull in Window Displays." He defined a "push" as usually disagreeable—breaking into the regularity of things since it destroys our sense of balance and tends to put us on the defensive. As opposed to this, "pull" is the extended helping hand. It is sympathetic, cooperative and unites the puller as well as the one pulled. Windows to be effective should pull the passers-by, not push them on to neighboring stores. The window, according to Professor Hess—is the proprietor's greeting to the public.

Pull has to be sought and is not a matter of spasmodic or uncertain effort. Some of the principles involved in securing the quality are:

1. Windows should be analyzed over a period of considerable time so as to secure a tie-up with seasons, weeks or store purchasing ability.
1. Windows should be well lighted and the lighting effects of the stage should often be employed to secure the necessary attention.
3. There should be an intelligent use of color wherever possible.
4. Form being an indispensable factor of appeal, the proportion and size of windows should be such that they tend to pull—not push the shopper on.
5. There should be a cooperation of business interests to improve displays in general.

6. There should be a harmonizing of the pull factors of the windows with the pull influence of the store itself.
7. Prices should be featured in windows only when they are themselves a pull factor.

B. J. Parsons, Director of Merchandising of the Standard Farm Unit of Chicago, presented a tabulated summary of the results of checking the windows of a town of 2500 population in Wisconsin. It was shown that a large majority of the dealers of all classes were using manufacturer's window display material. A number of pieces of this material were shown which found favor with the merchants and which were pretty generally used. Analyzing these, it was found that some of the reasons for their use were:

1. A tie-up with national advertising programs.
2. Timeliness of message.
3. Offering pertinent suggestions for the use of the goods.
4. Flexibility of construction.
5. A design for the display material which permitted the dealer to put some of the personality of the store into the window display.

The third annual convention of the Window Display Advertising Association will be held at the Hotel Pennsylvania in New York City on October 5th to 7th inclusive. A high-light of the fall Convention will be the opportunity offered by the Edison Lamp Works to study at first hand the possibilities of modern display lighting and lighting effects. Actual windows will be treated with comparisons of many lighting effects and combinations with and without color.

These "laboratory windows" should lead to a better understanding of the various problems which are involved and should be helpful in solving some of these problems as they affect the advertiser and the producer of display material.

SLEEPING POTION

Young Author—"When I write far into the night I find great difficulty in getting to sleep."

Friend—"Why don't you read over what you have written?"—*Selected.*

Lorna Doone Farm to Be Sold

ACCORDING to Hollister Noble in the *New York Times Magazine* the farm of Lorna Doone, heroine of Blackmore's famous romance of that name, will soon be offered for sale. Oare Manor, where Lorna's lover, the great John Ridd, was foreman, has already been acquired by Colonel R. E. Negus, a British officer with a flair for playwriting. Bagworthy Water, scene of murderous raids, and acres of dense woodland, once the haunt of desperate men, will also be sold. Despite the sophistication of a new age the story of Lorna Doone continues to charm readers. Mr. Noble tells a story of a family from Fairbanks, Alaska, who visited the Doone valley for a week and displayed such an accurate knowledge of the neighborhood that natives refused to believe the family had never been there before. The head of the family explained that his great-grandfather had been a native of Devon, and that the family has been "brought up" on "Lorna Doone." For amusement he had made so many maps of the region that they could find their way around the country in the dark. Not everyone has a great-grandfather who has been a native of Devon but judging by the number of tourists to the locality every year a very great number of them have been "brought up" on "Lorna Doone."

The story in its first three-volume issue was a failure. Two hundred copies were sent for riddance, to Australia "in bulk." Even the cheaper edition failed. But by a fortunate coincidence the press announced the engagement of the Princess Louise to the Marquis of Lorne, and the British public, believing that by reading "Lorna Doone" they might learn all about the Marquis of Lorne and his family, besieged Blackmore's publishers. The book became a great success, so much so that it eclipsed Blackmore's other productions much to his disappointment. His remark that "It's a pity the book was ever written. A pity it cannot be destroyed" brings to mind Anatole France's remark when he realized that "The Red Lily" was one of his three best-selling books, that it was one of the poorest, probably the poorest he had written. But regardless of its literary

value—which it certainly has—"Lorna Doone" has had and continues to have a very definite sales value and those who have enjoyed it are glad to know that, tho the Oare estate and Doone Valley are to be sold, their historic features will be carefully preserved by the new purchasers.

Chicago Case Decided for Bookseller

THE case of the people of Illinois against the Economy Book Store of Chicago, which has been impending in the municipal court of Chicago for three months was finally disposed of on July 8th, favorably for the defendant. The court held that the search warrant procured by the informant for the Illinois Vigilance Association was invalid in law and that books seized thereunder (some of which were the Decameron, Rabelais, and some medical reference text-books) could not be used in evidence.

The case was most energetically prosecuted and as vigorously defended and several briefs and reply briefs were filed on the points of law involved and numerous appearances in court for argument were necessitated. Luther D. Swannstrom represented the defendant. The statute passed in the '80s under which the case was brought gives to the informer one-half of the amount of any fine that might be imposed.

The Economy Book Store has just signed a ten-year lease on a six-story building at 36 South Clark Street, Chicago, which is just opposite the store's former location. The new store was opened on June 18th.

The store has adopted for its slogan—which is shown in large lettering in the front—Economy Book Store "Where You Got That Book."

Just as soon as possible it is planned to open up other retail floors in the building, which will eventually make it one of the largest bookstores in the country.

The store at 87 West Randolph Street will be continued as a branch store. Laurence W. Paine is the owner and is completing his fourteenth year in Chicago as a bookseller. Victor E. Brouillet, manager.

Liveright Honored With French Decoration

IN recognition of the work he has done for the better appreciation of French authors in this country, Horace Liveright, president of Boni & Liveright, received on July 23rd the title and decoration of Officer d'Académie from Maxime Mongendre, French Consul General for New York. The honor was conferred on behalf of the Ministers of Public Instruction and Fine Arts. This is, according to the announcement, the first time that the decoration has ever been awarded to an American publisher. Mr. Liveright has published translations of the works of many French authors in this country.

Obituary Notes

ISRAEL ZANGWILL

ISRAEL ZANGWILL, author and playwright, died on August 1 in London after a week's illness. Mr. Zangwill was sixty-two years of age. He was born in London in 1864 and aside from schooling in the elementary schools was practically self-educated. In 1903 he married Edith Ayrton. Beginning as a teacher and then a journalist, his first book to bring him into the public eye was "The Big Bow Mystery" (1892) followed by his best-known "The Children of the Ghetto" in the same year. Mr. Zangwill, an ardent propagandist for Zionism, lectured all over Europe and this country. He was nearly as well known as a playwright as he was as an author. His last play published in book form was "We Moderns," (1926). Other of Mr. Zangwill's books include "Ghetto Tragedies," (1893), "Dreamers of the Ghetto," (1898), "Ghetto Comedies," (1907), and "The War for the World" (1916).

LOUIS RHEAD

LOUIS RHEAD, the well-known illustrator of children's books and writer of books on fishing, died suddenly at his home in Amityville, N. Y., on July 29th. Born in England in 1857, he came with his brother Frederick to America in 1883 to take a position as art editor with D. Appleton & Company. Under the name of "The Brothers Rhead" the two artists illustrated in color a number of fine edi-

tions and later Louis did the illustrations for a number of juvenile classics which brought him fame in his time. As an author, he published three books on his life-long hobby of fishing, "Book of Fish and Fishing" (1908), "American Trout Stream Insects" (1916) and "Fisherman's Lures" (1920). He produced an artificial fishing bait that has been used far and wide by fishermen for many years.

GEORGE INNESS, JR.

GEORGE INNESS, Jr., who died suddenly in his summer home at Cragmoor, N. Y., on July 27th, was for many years one of the three trustees of the Century Company. He married a daughter of Roswell Smith, who was president of the corporation for a generation following the death of John G. Holland, its founder. He was born in Paris in 1854, a son of George Inness, who was recognized in the latter part of the last century as one of the greatest American landscape painters, and following his father's lead he also became noted as an artist of outstanding fame. He was author of "Art, Life and Letters of George Inness," published in 1917. He is survived by his wife and two daughters.

DR. JOHN D. QUACKENBOS

DR. JOHN DUNCAN QUACKENBOS of New York, who was Professor Emeritus of English Literature at Columbia University and a specialist in mental and nervous diseases, died August 1 at his summer home on Lake Sunapee, N. H. Dr. Quackenbos has many books on educational, scientific and medical subjects to his credit, including, "History of the World," "History of Ancient Literature," "Hypnotic Therapeutics" (1908), "Body and Spirit" (1916), and "Magnhild" (1919), a psychic novel.

Communications

BOSWELL'S JOHNSON NOT OUT OF PRINT

286 Fifth Avenue
New York

July 20th, 1926.

Editor, *Publishers' Weekly*:

We wish to correct the statement on page 204 of the *Publishers' Weekly* of

July 17th, that Birkbeck Hill's edition of Boswell's Johnson has been out of print for years.

When this work was first published, two sets of plates were made, one for England and one for America. For years the American Edition was made by Harper & Brothers and since 1919 by Bigelow, Brown and Co., from the Harper plates. For seven years the book has not been out of print nor out of stock for a single day and since 1919 has gone thru four editions.

BIGELOW, BROWN AND CO., INC.

C. C. Bigelow.

ANOTHER THOUSAND "BESTS"

University of Pennsylvania.

July 30, 1926.

Editors, *Publishers' Weekly*:

Gentlemen: The note in your July 10 issue on "One Thousand Best Books" encourages me to think that some of your readers may be interested to know that I am now at work upon "One Thousand Best Books of Our Day (1901-25)." Like its elder brother the new book will be based strictly upon a consensus of the best opinion obtainable.

I shall be grateful to any bookman who will take the trouble to call my attention to any *authoritative* statements or lists within the scope of the work now in process. It will see the light, I expect, in the fall of 1927.

Yours very truly,

ASA DON DICKINSON.

The English Catalogue

Cumulated 1921-1925

THE eleventh volume of that most useful bibliography of British book publications, the English Catalogue, will be ready for delivery this month. It is a cumulation in a single alphabet of all entries for the five years, 1921-1925, and considering its great size it makes its appearance somewhat earlier than usual.

Over 60,000 works (about 15,000 more than in the previous five-year period, 1916-1920) are noted as having been published during 1921-1925; and as they are cata-

logued under authors' names and also under subjects and titles, the volume contains considerably over 144,000 entries.

The volume contains about 1,800 pages or nearly 500 more than the previous five-yearly volume, 1916-1920. It sells in London at £10 10s. net.

The office of the *Publishers' Weekly* as agents for the English publishers will supply copies at the equivalent of the London price, \$50 net. To secure this price orders should be sent in at once.

Stolen

JOHN J. SMITH of 33 West 63rd St., New York City, has had stolen from his rooms numerous sets, including Bret Harte, 28 volumes; Mark Twain, 25 volumes; O. Henry, 14 volumes; Kipling, 10 volumes; and some 50 other miscellaneous books. He will be glad to hear from any second-hand dealer to whom they are offered, his business address being care of T. P. Kelly & Co., Inc. 355 West 26th Street, New York City.

Personal Notes

LOUIS BROMFIELD writes from St. Jean-de-Luz: "I went to Biarritz last week to attend the wedding of Edward Knopf and Mildred Oppenheimer. Blanche and Alfred Knopf were there and Michael Arlen and Edna Ferber."

Business Notes

MIAMI, FLA.—The Spice Box, has been opened at 302 N. E. 1st Street by Miss Sula Hudgens.

NEW YORK CITY.—The Doubleday, Page Book Shop Company has leased a building on the ground floor of the Barclay Hotel on Lexington Ave. between 48th and 49th Streets.

ROME, N. Y.—The Book Shop has opened under the management of Miss Ruth A. Chrestien.

YORK, PA.—The Book Shop at 222 South George St., under the proprietorship of Mrs. Carlton L. Hoff and Miss Catherine Devers, will open about August 15th.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, Edith

Historical aspects of the immigration problem; select documents. 901p. (bibl. footnotes) O (Univ. of Chic. social service ser.) [c.'26] Chic., Univ. of Chic. Press \$4.50

Covering the period of immigration before 1882 and making available some valuable documents and books that have long been inaccessible.

American educator, The; a new and thoroly modern reference work designed to meet the needs of every age; 8 v.; extension ed. 4000p. il. (pt. col.), maps O c. Chic., Bellows-Durham Co. fab. \$45.50

Bacon, Leonard [Autolycus, pseud.]

Animula vagula. 37p. D c. N. Y., Harper \$1.50

New verse by the author of "Ph. D.'s."

Barfield, Owen

History in English words; introd. by George Philip Krapp. 235p. D [n.d.] N. Y., Doran \$1.50

The story of the development of ideas in Anglo-Saxon history as shown by a study of words and their use.

Barretto, Larry

Walls of glass. 319p. D c. Bost., Little, Brown \$2

The story of a woman overwhelmed by tragedy, who finally bends circumstances to her own will.

Bate, Stanley C.

The synthesis of benzene derivatives. 229p. O '26 N. Y., Van Nostrand \$6

Batterbury, T. K. E.

Reddenda Minima; a Latin translation book for beginners. 100p. D '26 N. Y., Oxford 85 c.

Beaver, C. J.

Insulated electric cables; pt. I, Materials and design. 264p. il. O '26 N. Y., Van Nostrand \$11

Benn, Ernest John Pickstone

If I were a labor leader. 154p. (bibl. footnotes) O '26 N. Y., Scribner \$1.75

Discussing industrial problems in the light of the recent general strike in England.

Beveridge, James, comp.

The papermakers' pocket book; 3rd and enl. ed. 412p. S '25 N. Y., Van Nostrand fab. \$8

Bible (The): its history, authenticity, and authority treated in a series of lectures by Catholic scholars. 200p. O '26 St. Louis, B. Herder \$1.35

Birtwistle, G.

The quantum theory of the atom. 245p. O '26 N. Y., Macmillan \$5

Blacker, C. P.

Birth control and the state; a plea and a forecast. 94p. T (Today and tomorrow ser.) [c.'26] N. Y., Dutton \$1

Contending that birth control is a necessary factor in the development of a common ethical standard, that the solution of the present situation rests in the hands of the medical profession, and that its adoption will mean absence of war and development of civilization.

Blasweiler, T. E.

The use of sodium silicate for the sizing of paper; tr. by C. F. Cross. 133p. O '26 N. Y., Van Nostrand \$4

Bond, Otto Ferdinand

An introduction to the study of French. 128p. D (Univ. of Chic. junior college ser.; romance languages) [c.'26] Chic., Univ. of Chic. Press \$1

Bower, B. M., pseud. [Bertha Muzzy Sinclair-Cowan, Mrs. Robert Ellsworth Cowan]

Van Patten. 295p. D c. Bost., Little, Brown \$2

A western adventure story with a likable hero.

Allen, Grace

The families whence high intelligence springs. 39p. (2p. bibl.) diagrs. O (Carnegie Inst. of Wash., Eugenics-Record Off., bull. no. 25) '26 Cold Spring Harbor, N. Y., Eugenics Record Office pap. apply

American Child Health Ass'n

Report of the Chicago Health Education Conference, held in Chicago at the invitation of the Uni-

versity of Chicago, June 22-26, 1925. 362p. O [c.'26] N. Y., Amer. Child Health Ass'n pap. \$1

Babbitt, Franklin, and others

Curriculum investigations. 211p. O (Supplementary educational monographs no. 31) [c.'26] Chic., Univ. of Chic. pap. \$1.50

Baker, Alice L.

Over the sea lies England [travel]. 77p. S '26 [La Grange, Ill., Author, 226 7th Ave.] pap. apply

Brighthouse, Harold

Open air plays. 128p. S (French's acting ed. no. 891) c. '26 N. Y., S. French pap. 75 c.

Brown, Ford K.

The life of William Godwin. 402p. (2p. bibl.) il. O '26 N. Y., Dutton \$6
Biography of a radical of the late eighteenth century, husband of Mary Wollstonecraft and father-in-law of Shelley.

Brown, S. E.

Experimental science: v. 1, Physics. 359p. il. D '26 N. Y., Macmillan \$2.50

Bullock, H.

The passing and permanent in St. Paul; studies in Pauline origins, development and values. 248p. O '26 N. Y., Macmillan \$3.25

Burns, Robert

Selected poems; ed. by J. De Lancey Ferguson. 395p. D '26 N. Y., Macmillan 80 c; half lea. \$1.25

Cabot, Richard C., M.D.

Facts on the heart. 781p. il. diags. O '26 Phil., Saunders \$7.50

Cacavelas, Jeremias

The siege of Vienna by the Turks in 1683. 110p. D '26 N. Y., Macmillan \$3.25

Calkins, Gary N.

The biology of the protozoa. 623p. (bibls.) il. diags. O '26 Phil., Lea & Febiger \$7.50

Cameron, Hector Charles

Diseases of children; a short introduction to their study. 210p. S '26 N. Y., Oxford \$1.75

Cammen, Leon

Principles of metallurgy of ferrous metals; a manual for mechanical engineers. 152p. (bibls.) il., diags. O c. N. Y., Amer. Soc. of Mechanical Engineers, 29 W. 39th St. \$2

Carpenter, Ernest Charles

The boyhood days of President Calvin Coolidge, or, From the Green Mountains to the White House; 2nd ed. 192p. il. maps D '26 c. '25 Rutland, Vt., Tuttle Co. \$1.50

Chaplin, Heman White

Five hundred dollars, and other stories of New England life [15th ed.]. 305p. D '26, c. '87, '15 Bost., Little, Brown \$2

Chester, Alden, and Williams, Edwin Melvin

Courts and lawyers of New York; a history, 1609-1925; 3 v. 1413p. il. O c. N. Y., Amer. Hist. Soc. fab. \$37.50

Clifford, Sir Hugh Charles

A prince of Malaya. 253p. O '26 N. Y., Harper \$2.50
A novel previously issued in England, but long out of print.

Cline, Leonard Lanson

Listen, moon! 312p. D c. N. Y., Viking Press \$2
A humorous tale of a staid professor who started out to fulfil his hidden pirate longings.

Clutton-Brock, Arthur

Essays on religion; introd. by B. H. Streeter. 197p. S [n. d.] N. Y., Dutton bds. \$2

Colwell, Hectar A., and Wakeley, Cecil P. G.

An introduction to the study of x-rays and radium. 218p. diags. O '26 N. Y., Oxford \$3.35

Conant, Kenneth John

The early architectural history of the Cathedral of Santiago de Compostela. 83p. il. (pt. col.) Q '26 Cambridge, Mass., Harvard Univ. Press \$5

Connington, J. J.

Death at Swaythling Court. 295p. D c. Bost., Little, Brown \$2
A detective story in which every essential fact is given to the reader before the end of the book, so that he may use his own wits toward the clearing up of the mystery.

Conway, Olive

Costume plays. 84p. S (French's acting ed. no. 899) c. '26 N. Y., S. French pap. 75 c.

Coster, Geraldine

Psycho-analysis for normal people. 230p. S '26 N. Y., Oxford 85 c.

Croatian first reader, in Croatian language.

109p. il. D '26 Milwaukee, C. N. Caspar bds. 60 c.

Cushing, Harvey

Studies in intracranial physiology and surgery. 158p. il. O N. Y., Oxford pap. \$2.50

Dillinger, John L.

Changing corn prices, or, Financial problems of the corn belt. 132p. O [c. '26] [Avoca, Ia., Avoca Pub. Co.] \$2

Dinnis, Enid

The three roses [novel]. 320p. O '26 St. Louis, B. Herder \$2

Ballin, Florence A.

Tennis for girls. 48p. il. S (Spalding "red cover" ser. of athletic handb'ks, no. 76R) '26 N. Y., Amer. Sports Pub. Co. apply

Brett, Mrs. Agnes Baldwin

Four medallions from the Arras hoard. 36p. il. S (Numismatic notes and monographs, no. 28) '26 N. Y., Amer. Numismatic Soc. apply

Bureau of Statistics and Information

New York labor laws enacted in 1926. 59p. O (Special bull. no. 145) '26 Albany, N. Y., N. Y. State Dept. of Labor pap. apply

Bureau of Women in Industry

Some recent figures on accidents to women and minors. 70p. O (Special bull. no. 144) '26 Albany, N. Y., N. Y. State Dept. of Labor pap. apply

Buswell, G. T., and John, Lenore

Diagnostic studies in arithmetic. 225p. (bibl. foot-notes) il., diags. O (Supplementary educational monographs, no. 30) [c. '26] Chic., Univ. of Chic. pap. \$1.50

Campbell, Frank Arthur

Evolution and Genesis I. 45p. front. (por.) T '26 Cin., Nat'l Bk. Co. apply

Dittmer, Clarence G.

Introduction to social statistics. 177p. diagrs. O c. Chic., A. W. Shaw buck. \$2.50

Dunsany, Lord

The charwoman's shadow. 299p. D c. N. Y., Putnam \$2

A fantasy of the Golden Age in Spain.

Edgar, Madalen G., and Chilman, Eric, comps.

A treasury of verse for school and home. 542p. il. (pt. col.) O [c.'26] N. Y., Crowell \$2.50

An anthology of juvenile verse, arranged progressively, following the general lines of school and home needs year by year.

Edminster, Lynn Ramsay

The cattle industry and the tariff. 346p. (10p. bibl.) D (Inst. of Economics; investigations in internat'l commercial policies) c. N. Y., Macmillan \$2.50

Eldredge, Charles Q.

A history of curios in the private museum of Charles Q. Eldredge, Old Mystic, Conn. 309p. front. (por.) D [c.'26] Mystic, Conn., Author \$2

Elliott, R. N.

Tea room and cafeteria management. 188p. D c. Bost., Little, Brown \$1.50

Evans, Lawton Bryan

The pirate of Barataria. 298p. il. D [c.'26] Springfield, Mass., M. Bradley \$1.75

An historical novel for boys and girls based on the life of Jean Lafitte, pirate of the Gulf.

Fano, Giulio

Brain and heart; lectures on physiology. 158p. il. O '26 N. Y., Oxford \$2.75

Fenton, Norman

Self-direction and adjustment. 127p. (5p. bibl.) D (Measurement and adjustment ser.) c. Yonkers, N. Y., World Bk. \$1.40

The application of psychology to the daily life and work of high school and college students.

Ferry, Ervin S., and others

A handbook of physics measurements; v. 1, Fundamental measurements, properties of matter and optics; 2nd ed., rev. 288p. diagrs. D '26 N. Y., Wiley \$2.50

Friedlander, Elsie Goerner

"Oh, son!" a tale of two worlds. 147p. D c. N. Y., C. H. Cochrane, 239 Centre St. \$2

Fries, Charles Carpenter, and others

The teaching of literature. various p. (bibls.) D [c.'26] Newark, N. J., Silver, Burdett \$1.60

The other authors are James Holly Hanford and Harrison Ross Steeves.

Fuller-Maitland, John Alexander

The spell of music; an attempt to analyse the enjoyment of music. 122p. D ['26] N. Y., Macmillan \$1.75

Fulton, Maurice Garland, comp.

Writing craftsmanship; models and readings. 511p. D c. N. Y., Macmillan \$2

A textbook for college composition.

Garis, Howard Roger

Tom Cardiff's circus. 269p. il. D (Tom Cardiff. ser.) [c.'26] Springfield, Mass., M. Bradley \$1.50

Giltner, Ward

Laboratory manual in general microbiology; 3rd ed. rev. 472p. il. D '26 N. Y., Wiley \$3.50

Goodenough, Florence L.

Measurement of intelligence by drawings. 188p. (10p. bibl.) il., diagrs. D (Measurement and adjustment ser.) c. Yonkers, N. Y., World Bk. \$1.80

Groat, George Gorham

An introduction to the study of organized labor in America; 2nd ed., rev. and enl. 549p. diagrs. D '26, c.'16, '26 N. Y., Macmillan \$3

Gue, Belle Willey

The greatest good. 283p. il. D c. Bost., Stratford \$2

A novel of Civil War times.

Hadow, W. H.

A comparison of poetry and music. 41p. D '26 N. Y., Macmillan bds. \$1

Hanford, James Holly

A Milton handbook. 313p. (8p. bibl.) front. (por.) diagr. D c. N. Y., F. S. Crofts \$1.50

A textbook for the study of the poet's life and work.

Harmer, Bertha

Methods and principles of teaching the principles and practice of nursing. 145p. D '26 N. Y., Macmillan \$2.25

Harrison, Edith Ogden, Mrs. Carter H. Harrison

Lands of the sun; impressions of a visit to tropical lands. 268p. il. D '25 Chic., McClurg \$2.50

Hernaman-Johnson, Francis

Radiotherapy in relation to general medicine. 222p. S '26 N. Y., Oxford \$1.75

Hillas, Marjorie, and Knighton, Marion

Athletic dances and simple clogs [with music]; introd. by Jesse Feiring Williams, M.D. 54p. il. Q c. N. Y., A. S. Barnes \$2

Evangelical Lutheran Church directory, (The), of the New York City metropolitan district, 1926. 84p. nar. T '26 [N. Y., Rev. David Jaxheimer, Rm. 909, 437 5th Ave.] pap. 25 c.

Federal Revenue Act of 1926, with footnote comparison of income tax provisions with acts of 1924, 1921 and 1918, and tables showing computation of income and estate taxes. 155p. O '26 N. Y., Prentice-Hall apply

Foster, Robert Frederick

Foster's simplified auction bridge. 29p. S [c.'26] N. Y., Greenberg pap. 25 c.

George, Edwin B.

Philippine market for hardware and allied lines. 26p. O (Trade information bull. no. 398) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Groseclose, Elgin Earl

Budgets of Far Eastern countries. 50p. O (Trade information bull. no. 400) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Hawkins, Lon Adrian, and Barger, William Ross

Cold storage of Florida grapefruit. 7p. O (Dept. of Agri. bull. no. 1368) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Hobson, E. W.

The theory of functions of a real variable and the theory of Fourier's Series, Vol. II; rev. and enl. 790p. bibl. O '26 N. Y., Macmillan \$16.50

Holmes, Samuel Jackson

Life and evolution; an introduction to general biology. 454p. (bibl.) il. maps. diagrs. O [c.'26] N. Y., Harcourt \$3.50

Humphrey, Jerry Miles

Fifty ready-cut sermons. 243p. D '25 c. Chic., Christian Witness Co., 1410 N. La Salle St. \$1

Hurst, Fannie [Mrs. Jacques S. Danielson]

Mannequin. 297p. D c. N. Y., Knopf \$2.50
A novel which won the \$50,000 prize offered by Liberty last year.

Inouye, comprehensive dictionary: Japanese-English pt. 2940p. D '26 Milwaukee, C. N. Caspar flex. cl. \$6.25

Jeans, J. H.

Atomicity. 64p. S '26 N. Y., Macmillan pap. \$1

Jennings, William

Lexicon to the Syriac New Testament (Peshitta); rev. by Ulric Gantillon. 244p. D '26 N. Y., Oxford \$3

Jones, Edward Taylor, and others

Aircraft power plants. 222p. (bibl. footnotes) il., diagrs. O (Ronald aeronautic lib.) [c.'26] N. Y., Ronald Press \$4.25

Jordan, William George

The vision of high ideals. no p. D [c.'26] N. Y., Revell bds. 60 c.

Kerr, Hugh Thomson, D.D.

The gospel in modern poetry. 187p. D [c.'26] N. Y., Revell \$1.50

Kershaw, G. Bertram

Sewage purification and disposal; 2nd ed. 376p. O '26 N. Y., Macmillan \$6

Kilduffe, Robert A., M.D.

A Manual of clinical laboratory procedure, for the use of the general practitioner. 287p. il. O '26 St. Louis, C. V. Mosby \$3

Kinscella, Hazel Gertrude

Kinscella music appreciation readers; bk. 1. 127p. il. (pt. col.) D c. Lincoln, Neb., University Pub. Co. 60 c.

Klaczko, Julian

Rome and the Renaissance: the pontificate of Julius II; tr. by John Dennie. 401p. (bibl. footnotes) il. O '26 c.'03 N. Y., Putnam \$4.50
Out of print for several years.

Knudson, Grace P. T.

Gift and art shop merchandising. 166p. il. diagrs. O c. Bost., Little, Brown \$2

Larsen, Johannes Anker

Martha and Mary; tr. by Arthur G. Chater. 310p. D c. N. Y., Knopf \$2.50
A novel, translated from the Danish, which follows the spiritual development of two sisters.

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Old and Rare Books

Edited by Frederick M. Hopkins



IN a recent sale at Hodgson's in London, a copy of George Meredith's "Poems," 1851, with the errata slip, and presentation inscription from the author to Frederick Locker, brought £64.

JOSEPH SMITH & SON of Glasgow, Scotland, have just issued "Bibliotheca Scotica," a catalog of books relating to Scotland containing 382 pages, 16 full page portraits, and over 4,500 items. It is hardly necessary to say that this is a very important catalog for collectors interested in this subject.

AT a sale at Hodgson's in London last month, a copy of the rare suppressed first edition of Lewis Carroll's "Alice in Wonderland," 1865, brought the high price of £280. The volume had been rebound in morrocco and a portion of the

upper corner of the title-page had been cut away, which must have affected the selling price.

DR. GEORGE WATSON COLE'S essay on "Bibliographical Pitfalls—Linked Books," which appeared in the papers of the Bibliographical Society of America, has been reprinted in a separate form for private distribution. The paper discusses those volumes which sometimes appear with a general title-page, register, pagination, etc., but which have separate title-pages and in some cases may have appeared as separate publications. Dr. Cole provides a method for dealing with this class of books and his essay thruout is filled with helpful, practical suggestions.

THE current number of the New York Public Library *Bulletin* contains Part I of a "Contribution to a Bibliography of

Macpherson's *Ossian*," with an introduction by Dr. George F. Black, whose researches have resulted in a very interesting study. The *Bulletin* reports additions to the George Kennan collection, the Henry George collection, and the receipt of 940 manuscript letters sent to and received by James Colles, an old merchant of New York, from 1801 to 1870. Frank Weitenkampf contributes an interesting note on the Gavarni exhibition now being given in the print department.

THE leading article in the July *Bookman's Journal* is "A Book Path to Rome," by Traver Briscoe who selects and briefly describes a group of the most interesting books that the traveler should read. This is followed by "The Confessions of a Book-Hunter," by Edward J. Lavell who writes entertainingly of some of his experiences. Other articles are "Robert Burton's Anatomy of Melancholy," by Charles Barry; "The Etchings of Albert Besnard," with reproductions; and "Limited Editions" by "Roxburghe." In the analysis of the month's demand for modern first editions, for the four weeks ending June 19, compiled from desiderata at second-hand booksellers, the ten at the head of the list are as follows: G. Bernard Shaw, Joseph Conrad, Charles Dickens, Anthony Trollope, John Galsworthy, Rudyard Kipling, Thomas Hardy, W. M. Thackeray, W. H. Hudson, and G. K. Chesterton. The usual departments are well filled with interesting notes and comment.

"THE Forecast for the Autumn of 1926" containing advance publication announcement dates of the new books of Houghton Mifflin Company, has just been issued and contains several items of special interest to the discriminating booklover. Among these books are "The Heart of Emerson's Journal," edited by Bliss Perry, issued in an uncut first edition of 300 copies; "Christie's, 1765-1925," by H. C. Marillier, in an edition limited to 150 copies for America; "Caxton—Mirror of Fifteenth Century Letters," by Nellie Slayton Aurner, in an edition limited to 750 copies for sale in America; and "The Vicar of Wakefield" by Oliver Goldsmith, with an introduction by Professor Saintsbury and twenty-four pictures by Rowland-

son limited to 250 copies for sale in America.

A COPY of the original appeal of 1830 to citizens for funds for organization of New York University has been presented to the University by Percy S. Straus, chairman of the Centennial Fund Committee. This is the only copy known to be in existence. Folded up and inserted within the leaves of a book entitled "University of the City of New York," the appeal was found in a Fifth Avenue bookshop in the course of a search for material relating to the university which is campaigning for a special endowment in connection with its centennial celebration in 1931. The prospectus issued by the founders contained ideas which at the time were considered revolutionary as a basis for an institution of higher learning. No restrictions were to be placed on faculty because of religious beliefs. "It shall be a fundamental principle," the founders declared, "that persons of every religious denomination shall be eligible to all offices and appointments, to the intent that the university shall not be under the influence of any particular sect."

THE new reference work, "Anonyma & Pseudonyma," by Charles A. Stonehill, Jr., Andrew Block and H. Winthrop Stonehill, to be complete in four octavo volumes will be of special interest to bookmen. It contains condensed descriptions of over 35,000 anonymous or pseudonymous books and authors using pseudonyms, from the beginning of printing in England until June 1926. In compiling this work, the authors have not only consulted every work on anonymous literature, but have studied about 500 separate bibliographies, such as bibliographies of roads, of fishing, of hunting, local histories, colored plate books, etc., as well as the most important literary bibliographies. *Notes and Queries*, *Modern Language Notes*, and D. N. B. and similar publications have been scoured, and extracts taken from over 3,000 catalogs of leading booksellers of England and America. The publishers promise that for efficiency and economy this new publication will stand unrivalled. The first volume, according to schedule, has just been published and the three remaining volumes will be ready this autumn.

Issued Every Saturday

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Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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 Capella & Pons. Monroecism. 1913.
 Diary of Spring Holiday in Cuba.
 Darnell Davis. Cavaliers and Roundheads in Barbadoes. 1887.
 Gallenga. Pearl of the Antilles.
 Gaussoin. Memoir of Island of Navassa. Baltimore, 1866.
 Hayden. West India Hurricanes. New York, 1889.
 Hemment. Cannon and Camera. Cuba.
 Ligon. History of Barbadoes.
 Maycock. Flora Barbadiensis.
 Noa. Pearl of the Antilles.
 Norton. Complete Handbook of Havana. 1901.
 Orderson. Directions to Young Planters for Care and Management of Sugar Plantations in Barbadoes.
 Petit. Droit Public. 2 vols. Paris, 1771.
 Poyer. History of Barbadoes.
 Portraits of Colombian Statesmen Drawn by Espinosa and lithographed by Deverin of Paris.
 Print by Ramon Torres. Leaving Bogota 20th June, 1852. Lithographed by Nagel and Weingarten, New York. Also prints of Bogota and other places in Colombia by Ackerman and others.
 Rea. Facts and Fakes About Cuba.
 Talboys. West India Pickles.
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 Any and all good items on Central America.

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 Madison. Writings. Congress ed.
 Hamilton, A. Works. Ed. Lodge.
 Adams, J. Q. Memoires.
 Jäckel, R. Gesch. d. evangel. Gemeinschaft. Vol 2. Cleveland, 1895.

WM. M. BAINS, 1713 CHESTNUT ST., PHILA.
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 Dew. Reveiw of the Debate in the Virginia Legislature 1831-'32. Pub. 1852.
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 Virgil. Complete Works. Trans. by Conington. Longmans.
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 Kassen and Schantre. Tin Tan Tales. Nister. 1902.
 Kalbeck. Johannes Brahus.
 Keble. On the Mysticism Attributed to the Early Fathers of the Church.
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History of Albany. 1865.

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Bookmaking

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Planning Books to Fit Their Needs

III

Robert O. Ballou

University of Chicago Press

(Continued from *The Publishers' Weekly* of July 3)

IN last month's article I outlined the principles which govern good page layout and gave specifications for a hypothetical page with some limitations governing the paper page size and practically none governing the type page.

Because the type page proportions are among the most important elements in the planning of any book, I have thought it worth while to go a little further with the subject this month and document it with

actual page measurements of a few well-planned books. Some of the volumes whose titles follow have been among the Fifty Books of the Year either in this year's or a previous exhibition; Bruce Rogers and D. B. Updike are represented. All of the books have well-planned pages. I have used pica measurements for both paper and type-page size, in order to have easily comparable proportions, and have given measurements always in even picas.

<i>Author</i>	<i>Title</i>	<i>Publisher</i>	<i>Paper Page</i>	<i>Type Page</i>
Warner, Sylvia T.	Lolly Willowses	Viking Press	26x43	17x31
Monahan, Michael	An Attic Dreamer	Mitchel Kennerley	31x44	19x33
Kelman, John	Prophets of Yesterday	Harvard	30x43	19x33
Brown, Bolton	Lithography	Carrington	33x51	19x32
Saunders, Richard West	Skallagrim	Rudge	34x51	19x37
Cutler and Pepper	Modern Color	Harvard	32x44	20x31
de la Mare, Walter	Broomsticks	Knopf	31x47	20x35
Hudson, W. H.	Ralph Herne	Knopf	36x55	20x37
Von Hugel, Baron	Letters	Privately Printed		
		U. of C. Press	36x48	23x34
Morison and Jackson	Printing	Knopf	33x53	21x36
Herrick, C. Judson	Brains of Rats and Men	U. of C. Press	31x46	21x35
Moore, T. Sturge	Roderigo of Bivar	Rudge	36x54	21x37
Roberts, S. C.	The Cambridge University Press	Cambridge	35x53	22x39
Crevecoeur, St. John de	Sketches of 18th Century America	Yale	35x54	22x39
Updike, D. B.	Printing Types	Harvard	37x55	23x40
Symons, Arthur	Studies on Modern Painters	Rudge	38x57	23x40
Houston, Percy H.	Doctor Johnson	Harvard	37x56	24x41
Bone, James	London Perambulator	Knopf	44x59	27x39
Legouis, Émile	Wordsworth in a New Light	Harvard	28x46	16x30

This looks like a large list to prove a small point, yet the list could be extended to many times its present length and prove only that there is no absolute codification of the matter—that it is impossible to make a graduated scale of type page areas and specify paper page areas which they must always occupy. This could be done, of course, and the result would never be very bad, if it were well done, but there would be few pages which could not be improved, or made with greater economy of means, if such a table were rigidly followed.

If one were to deduce a rule from the above list of books and specifications it would be simply that the well-designed page has a type page area which falls somewhere between a third and a half of the paper page area. And I should say that this rule might be used as a check—never a starting point—of the judgment of the planner. For in the end everyone who plans books must depend upon his taste and judgment, upon his proper understanding of the needs of the reader, upon his ability to see things in their proper proportions. If he has not these things he ought not to be designing books, but selling them or writing them, or clipping bond coupons or collecting street-car fares.

Yet all of these qualities which make good workmen are stimulated and increased by observing the practices of others who are doing good work in the workman's field. A craftsman has never lost any of his own skill thru studying and imitating the work of a greater craftsman. For the beginning book designer there is no more profitable practice than a close study of the details of design used by Bruce Rogers and D. B. Updike.

Let us use the analytical method of the curious-minded and undirected beginner on the next element which we shall consider: the running head. Here are four books designed by Bruce Rogers and all included in the Fifty Books of the Year: "Modern Painters," "Roderigo of Bivar," "Skallagrim," and "XXVIII Sonnets." "Modern Painters" has running heads of Roman caps, probably a size smaller than the body type, the book title on the left-hand page, the essay title on the right. "Roderigo" has no running heads whatever. "Skal-

lagrim" has running heads of italic bold caps and lower-case, the play title and the act number on both left- and right-hand pages. "XXVIII Sonnets" has no running heads.

What is the mystery behind these various decisions? No mystery whatever lies in the decision for or against running heads. Not a matter of design, but of practical use entered into that decision. (I say this theoretically without any verification from Mr. Rogers—for I am in the attitude of mind of a person encountering the problem for the first time and figuring it out for himself).

"Studies on Modern Painters" is a collection of eighteen essays, each with a title of its own. The running-head on the right-hand page is chiefly an indexing device which makes it easy to locate an essay when you do not care to refer to the index or table of contents. That on the left-hand page balances it.

"Roderigo," on the other hand is a play of one act containing only one scene. Running heads would be simply added decoration, and as such might be justifiable in an elaborately decorated book (if that is ever justifiable) but in any case they would be unnecessary so long as there is nothing else in the book.

The sonnets in "XXVIII Sonnets" have no titles and each, of course, is contained in one page at the top of which appears the sonnet number. A ceaseless repetition of the book title, the only one possible to the printer here, would be obviously inane and annoying.

"Skallagrim," however, is a play with three acts and here again the running heads serve as a finding device. But "Act I," "Act II," and "Act III" would make but skinny running heads on one page to balance the word "Skallagrim" on the other. In this situation Mr. Rogers made them balance exactly by putting both title and act number on both pages.

This matter of whether one will or will not have running heads becomes a simple matter when one regards them as elements in the adaptability of the book rather than as units in a scheme of design which considers esthetic results only.

There are styles in these affairs as surely as in women's clothes. And like fashions

for women they are sometimes based upon sound reasoning and sometimes are not. Just now the faddish book is likely to have no running heads. Bruce Rogers may have started it by leaving them off where they were unnecessary. A gradually dawning consciousness on the part of many publishers that they are not necessary in books of short poems may have led them to carry the practice of omitting them over into books of prose where they are frequently needed.

Nothing is more annoying than to want them in a book and not to find them. A case in point is "Short Talks with the Dead and Others" by Hilaire Belloc, recently published. Here are something like thirty essays, half a dozen of which are screamingly funny. I read them and roared at least twice. Later I wanted to read aloud to my wife the most delightful thing I have ever encountered about modern advertising. It is called "True Advertising" and it tells how now, since the Associated Advertising Clubs of the World have reaffirmed their slogan "Truth in Advertis-

ing" all ads will tell the truth. It does more. It reproduces in prospect, some of the ads of the future: "..... We have a slogan, which is a damned, vulgar, outlandish word meaning a phrase to hypnotize persons with" I thumbed thru the untrimmed pages three or four times, trying in vain to catch the elusive essay title at the beginning of the essay, and in the end had to look in the table of contents and turn to the proper page, for the pages, thank high Heaven, were numbered, even tho there were no running heads. Obviously the person who planned this book had no conception of the reason for running heads and followed the fad of the moment, trying to do something which was different from something which had been done before. He was, perhaps, trying to be "modern," and did not understand that the modern habit of elimination, when it eliminates useful things, simply goes back several centuries to a time when we had not discovered the usefulness of these things.

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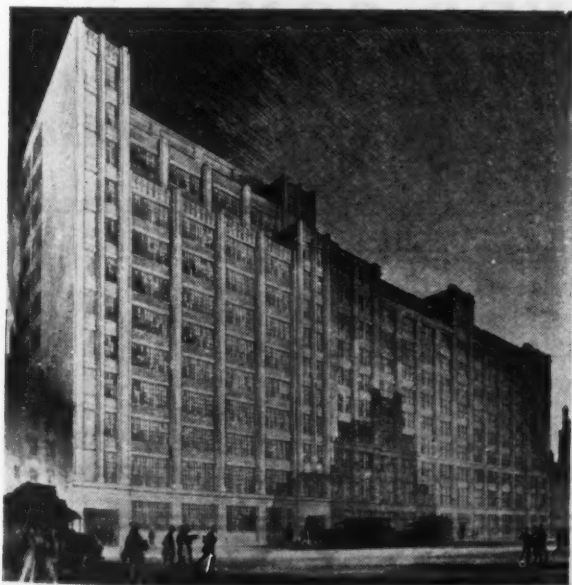
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types, good composition, good margins, good paper, good ink, good presswork, and good binding, are first of all elements of use. In books made up of several essays, plays, stories, chapters, or long poems, each of which unit occupies more than two pages, they are usually of use and the book is better for them. In a book containing one piece only, without introduction or appendices, or in a book of short poems, almost all of which are not individually over a page in length, and each of which carries a title above it, they are useless bits of baggage and are better absent than present.

Wolff's New Building

Bindery Adds to Holdings

WORK on the new building of the H. Wolff Bookbinding Company, in New York, will begin shortly. This structure will be an addition to their present building and will cost \$750,000. The present building consists of 225,000 sq. ft.,



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tal to start a little shop on Center Street, quarters which were unpretentious, lacking any machinery at all. A standing press and Drexel folding machine purchased soon after are still in use. In 1894 the company bought the Argyle Press and removed to larger quarters at 265 Cherry Street, moving again in five years to Center and Leonard Streets. In 1910 the company built the building in which it now occupies five stories and basement. In the new building it will occupy four stories and basement.

The firm's production is divided between large runs of school and edition work and hand-work and all kinds of fine bindings in leather and imitation leather. It also does schoolbook and subscription work, and a considerable amount of pamphlet binding, tho not specializing in this kind of work.

One of the special service features of the company is a special engineer whose entire time is devoted to studying pro-

duction possibilities and the turning-out of work in better and more efficient style.

Harris Wolff died in 1916, but the work of the company has been carried on in the progressive spirit of the founder by the principals of the Harris Wolff Estate, Nathan H. Shifte, Bertram Wolff and Arthur Wolff.

American Printing Specimens

JUST as the Sesqui-Centennial is intended to give opportunity to mark the progress of American fine and applied arts, so the Sesqui-Centennial Number of the *American Printer*, published last month, takes occasion to mark the progress of American typographical design by gathering together specimen pages laid out and executed by famous American printing houses.

This special number is given further interest by having the pages devoted to American historical subjects from the coming of Leif Ericson to the flight over the

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Pole by Lieutenant Byrd. E. G. Gress, the editor of the *American Printer*, has been extraordinarily successful in getting wholehearted and successful co-operation from printers and in keeping a central theme in the collection, so that the volume is valuable not only for students of printing but also for schools and others interested in American history.

Many varieties of printing process have been used, and so numerous have been the problems undertaken that it is difficult to compare one sheet with another, but some of the pages have been especially successful and will be prized by collectors of printing. It is significant to see how many artists of rank are connecting their names with typographical efforts—names such as J. J. Lankes and Allen Lewis, woodcutters; artists such as George Ilian, Edward A. Wilson, Guido and Lawrence Rosa; designers, Walter D. Teague and Vojtech Preissig; typographers such as Frederic and Bertha Goudy, W. Arthur Cole, David Silve, and numerous others.

In the realm of purely typographical design, special mention might be made of the page entitled "The Death of Abraham Lincoln" from the Bartlett Orr Press, laid out by David Silve; of the page on William Lloyd Garrison from the Homewood Press of Brattleboro, designed by W. Arthur Cole. A page of conspicuous success in general style and effective coloring is the one on John Paul Jones from the Marchbanks Press, and other pages deserving high credit for effective design are the one on "The Louisiana Purchase" from Norman T. A. Munder, designed by O. W. Jaquish, the one on "After the War With Mexico" from the Artcraft Printing Company, and "Clipper Boats" from Currier & Harford, designed by Edward A. Wilson.

Fine examples of the use of lithograph are illustrated in the page entitled "Canal Boat Transportation" by the Latham Lithograph and Printing Company, and "Across the Sierras" from William Edwin Rudge, the lithograph by Bolton Brown.

A striking and successful use of color is illustrated by the pages entitled "Where American Independence Was Born" by W. F. Fell Company, "Surrender of the Guerrière," planned by Calkins & Holden, and

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Many of the pages have especial antiquarian interest such as the reproduction of the page from an old book entitled "America Receives Its Name" from Edgar C. Ruwe, "San Francisco, 1849" from the Schmidt Lithograph Company.

So many of the pages have importance as specimens for study that the number will undoubtedly be kept in innumerable shops and schools taking its place beside the several other special numbers which the *American Printer* has been responsible for.

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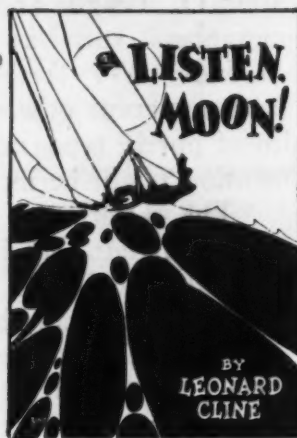
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